

The Fredericton Capital Region is a growing, busy, and lively city that cares about its residents. We'd love you to be part of our team! Our employees deliver services to those who live, work, and play here in Fredericton. It's now easier than ever to apply for a job at the City with our online application tool. Join the Fredericton Tourism & Events team as we continuously seek new ways to improve and inspire at the City of Fredericton.

## **Social Media Assistant**

Do you have a talent for creating engaging social and digital content? Do you thrive in a fast-paced work environment? Are you passionate about things happening in the communities of the Fredericton Capital Region? If so, we're looking for a creative and driven individual like you to join our team and help us connect with our audience through impactful storytelling and innovative marketing strategies!

The successful applicant will have exceptional written communication skills, knowledge of all mainstream social media platforms, photography and video production experience, strong interpersonal and organizational skills. They will be working on several projects concurrently. The ability to prioritize, work independently and take initiative will be valued.

This position requires the student to work Monday to Friday up to 10 - 20 hours per week with flexibility to work occasional nights or weekends, some Thursday nights at the Garrison Night Market and Saturday mornings at the Boyce Farmers Market seasonally only.

Our valued student staff become part of a close-knit team that works diligently to promote the Fredericton Capital Region's tourism industry.

## **Top Responsibilities:**

- Develop dynamic social media content and contests that promote audience interaction and participation.
- Actively monitor and engage Fredericton Tourism & Events' social platforms, including Facebook, Instagram, and more.
- Record and edit video projects, including capturing media and editing footage to be featured on social media platforms such as Instagram stories and reels.
- Gather information from the Fredericton Capital Region tourism industry and develop content for social and web promotion.
- Having a keen eye for graphic design with proficiency in Canva and Adobe platforms to elevate online presence through visually engaging content and compelling graphics.
- Update websites, blogs and image sites as required including search engine optimization.
- Proofreads content, including but not limited to social media posts, blog stories and website content.
- Various content updates and data input.
- Administrative support for Tourism Coordinators as needed.

- All staff are deployed as part of Fredericton Tourism & Events' operations team – assisting and interacting with the public, walking, lifting, carrying, pushing, pulling, loading, and climbing as assigned.
- Other duties as required.

### **Your Qualifications – Required.**

Fredericton Tourism & Events is seeking university or college students to fill this position. Those attending local schools will be given preference due to the potential for year-long term of employment; up to 20 hours per week September to April, with the potential for full-time work in May to August based on performance and operational needs.

- A positive attitude and an eagerness to learn are essential
- Social media channel management and content creation experience
- Exceptional writing abilities (copy writing, proofing, and SEO) and a keen eye for detail
- **A valid Class 5 driver's license.**

### **Your Qualifications – considered an asset.**

- Bilingualism in New Brunswick's two official languages.
- Experience with graphic design, video production and photography
- Experience with MS Office 365, Mailchimp, Drupal, Crowdriff

### **All About the Fit:**

Doing this job well requires a dedicated, resourceful, flexible, and committed individual.

At Fredericton Tourism & Events, we have a culture of innovation and look to our staff to provide inspiration and great ideas on how to improve our work – and we'll be looking for your input! As a Social Media Assistant, you are the voice of Fredericton Capital Region Tourism and, as such, it is expected that all information shared will be impartial and well-rounded.

Many tasks require attention to detail and the ability to concentrate in a busy environment. The organizing, prioritizing and timely completion of assigned tasks is expected to be done independently - with direction but without constant supervision.

While most of the work will have you located inside a climate-controlled office, being outside at events in varying degrees of weather is a component of the position. The successful candidate must be comfortable traveling within the region to produce image and video content for social media.

This position reports directly to Fredericton Tourism & Events' Digital Marketing Coordinator as well as Consumer & Leisure Market Coordinator and works amongst a small social media team. With the Senior Marketing Lead, as the final approver of all things related to the role.

**TOURISME DE LA RÉGION DE LA CAPITALE**

**Fredericton**

**CAPITAL REGION TOURISM**

<b>WORK STATUS:</b> Up to 10 - 20 hours a week from September to April and potential for full-time work in May to August based on performance and operational needs.	<b>HOURS OF WORK:</b> Regular hours are 8:15am - 4:30pm, Monday to Friday; flexibility to work Thursday evenings and weekends will be required seasonally.
<b>SALARY:</b> Student Level 3: \$18.00/hour	<b>WORK LOCATION:</b> Downtown Fredericton. 494 Queen Street.
<b>CLOSING DATE:</b> November 21 <sup>st</sup> , 2025	

**Please note:** In certain circumstances, some of our interviews may be virtual. Be sure to preplan your technology, work background and wardrobe to wow us when we meet!

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