



## We're the City of Fredericton.

The City of Fredericton 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 us as we continuously seek new ways to improve and inspire at the City of Fredericton.

### **Social Media Assistant**

#### **What You'll Do:**

Are you savvy about Social Media? Do you have a passion for the greater Fredericton region? Build your skill set and make a difference in your community! Our Social Media Assistant becomes part of a close-knit team that works diligently for Fredericton's Tourism Industry.

#### **Top Responsibilities:**

- Actively monitors and engages in all forms of Fredericton Tourism's social media (i.e. Facebook, Twitter, Instagram etc...).
- Collates/sources information from Fredericton's Tourism industry in order to generate news-worthy stories and then draft/write online copy for social media and/or web.
- Update the Tourism websites, blog and image site as required including search engine optimization.
- Proofreads content, including but not limited to social media posts, blog stories and website content.
- Develops and administers social media contesting.
- Other duties, as required.

#### **Your Qualifications:**

Fredericton Tourism is seeking University or College students to fulfill this position. Those attending local schools will be given preference due to the potential for year-long term of employment; full-time May-August and up to 10 hours per week September-April.

- A positive attitude and an eagerness to continuously learn are essential.
  - You must have a passion for all things social
  - Social media channel management and content creation experience
  - Applicants must have exceptional written skills and a keen eye for detail
  - Experience in copy writing and proof reading
  - Experience in working with Photoshop or similar design program
  - Experience working with third party apps including Shortstack, MailChimp and Adobe Spark would be an asset
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- Bilingualism in NB's two official languages and having a valid driver's license are both assets

**All About the Fit:**

Doing this job well requires a dedicated, resourceful, flexible and committed individual. The Social Media Assistant reports directly to Fredericton Tourism's Consumer & Leisure Market Coordinator and works with a small social media team.

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

Many tasks require attention to detail and the ability to concentrate in a busy environment. 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.

<p><b>WORK STATUS:</b> Full-time May-August and Part-time September-April</p>	<p><b>HOURS OF WORK:</b> Regular hours are 8:15 a.m. to 4:30 p.m., Monday to Friday; flexibility to work evenings and weekend will be required seasonally.</p>
<p><b>SALARY:</b> <b>Non Union:</b> Student Level 1, \$12.25/hour</p>	<p><b>WORK LOCATION:</b> Fredericton Tourism 371 Queen Street, Suite 101</p>
<p><b>CLOSING DATE:</b> Applications will be received up to <b>February 5, 2021 at 4:30pm</b>. While we thank all of those who apply, only applicants selected for an interview will be contacted.</p> <p style="text-align: center;"><i>Interested individuals may apply by email to <a href="mailto:tourism@fredericton.ca">tourism@fredericton.ca</a></i></p>	

**Please note:** Due to COVID protocols, our interview process has gone virtual. Be sure to preplan your technology, work background and wardrobe to wow us when we meet.

