

# THE MELIORIST

## Social Media Manager – Position Description

**Position Title:** Social Media Manager

**Reports to:** Business Manager (BM) & Editor-in-Chief (EIC)

**Work Term:** Year-Round (July 1<sup>st</sup> 2022 – June 31<sup>st</sup> 2023)

**Work Hours:** Scheduling is flexible, and hours will vary from month to month, up to a maximum of 20 hours. While most work can be done remotely, the Social Media Manager is expected to attend in-person staff meetings and conduct other in-person work at our on-campus office.

**Compensation:** \$20/hour

To apply, please send your resume and links to a digital portfolio to [hiring@themeliorist.ca](mailto: hiring@themeliorist.ca).

**Application Deadline is June 10<sup>th</sup>, 2022.** Any questions can be sent to [hiring@themeliorist.ca](mailto: hiring@themeliorist.ca).

### Description

The Social Media Manager is a creative position with influence in many aspects of our organization. The Social Media Manager handles the ongoing management and upkeep of The Meliorist's social media accounts and The Meliorist Website. The Social Media Manager works with the Business Manager and Editor-in-Chief to coordinate digital and print advertisements and develop marketing strategies to increase community awareness of the magazine. Training and professional development can be provided.

### Key Responsibilities

- Posting all articles to the website and sharing on social media
- Monitor website and social media analytics, comments and direct messages
- Maintain a consistent brand and design identity throughout all social media posts
- Implement occasional marketing campaigns and social media contests
- Work with Business Manager on all advertising relations
- Create and send a monthly newsletter
- Attend regularly scheduled in-person staff meetings

### Essential Skills

- Strong written & verbal communication skills
- Previous experience with WordPress
- Previous digital marketing experience (especially social media Facebook, Instagram, Twitter)
- Well-organized and able to work on a deadline

### Essential Attributes

- Works well in a team environment
- Creative
- Cooperative and open-minded
- Comfortable with providing & handling constructive criticism in a healthy manner
- Able to work independently and a self-starter

**Note:** The Meliorist Publishing Society is an equal opportunity employer. Due to the nature of the publication, hiring preference will be given to current students or recent alumni of the University of Lethbridge. The Meliorist does not tolerate racism, sexism, transphobia, xenophobia, or discrimination on any grounds.