



# Social Media Coordinator – Position Description

**Position Title:** Social Media Coordinator

**Reports to:** Business Manager (Primary) & Editor-in-Chief (Secondary)

**Work Term:** July 2023 to April 30<sup>th</sup>, 2024

**Work Hours:** Scheduling is flexible, and hours will vary from month to month, up to a maximum of 15 hours. Staff will be expected to work from our on-campus office a minimum of 6 hours per month.

**Compensation:** \$20/hour

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

**Application Deadline is June 26<sup>th</sup>, 2023.** Any questions can be sent to [hirinq@themeliorist.ca](mailto:hirinq@themeliorist.ca).

## Description

The Social Media Coordinator is a creative position with influence in many aspects of our organization. The Social Media Coordinator handles the ongoing management and upkeep of *The Meliorist's* social media accounts and *The Meliorist* Website. The Social Media Coordinator 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, and suggest changes for improving reach and interaction.
- Maintain a consistent brand and design identity throughout all social media posts
- Work with the entire team by providing regular office hours each month and collaborate with the Editor-in-Chief, Business Manager and Designer on promotional media content
- Create and send a monthly newsletter
- Attend regularly scheduled staff meetings
- Communicate regularly with the Business Manager

## Essential Skills

- Strong written and 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 and 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.*

**Note:** *The positions of Designer and Social Media Coordinator may be merged into a single position for the right candidate.*