



2024 BC Athletics Summer Employment Opportunity Social Media Specialist (part time/contract)

Job Position: Social Media Specialist

Length of Employment: May 6 – September 30, 2024 (possible extension based on performance)

Hours per week: 15 hours per week (some irregular working hours or weekend hours may be required to attend events)

Salary: \$21.00 - \$25.00 + 4% vacation pay

Starting Date: Monday May 6, 2024

Ending Date: Friday September 27, 2024

Work Location: IN PERSON or REMOTE (within British Columbia)

Job Perks:

- BC Athletics membership
- Flexible schedule

Application Deadline: Friday April 26, 2024

BC Athletics is now hiring a **SOCIAL MEDIA COORDINATOR** to help us highlight and promote BC Athletics events, athletes, coaches & volunteers in an exciting Olympic and Paralympic year!

The ideal candidate will be able to demonstrate effective storytelling and communication strategies through BC Athletics social media channels and other communication tools.

This position may include field work such as attending and documenting events.

This role will report to the BC Athletics Operations Manager and Marketing & Communication Coordinator.

Primary Job Responsibilities:

1. Work with the BC Athletics team to build a social media strategy to highlight and promote 2024 BC Athletics events, athletes, coaches and volunteers.
2. Activate an inclusive social media strategy on BC Athletics social media channels through developing and curating content for social media platforms.
3. Create an Olympic and Paralympic social media series highlighting BC athletes and coaches on the “Road to Paris”.
4. Ensure the BC Athletics brand is accurately and respectfully portrayed on BC Athletics social media channels.
5. Attend BC Athletics events to create social media content.
6. Opportunity to create additional promotional materials.
7. Other duties as may be assigned from time to time.

Experience, Requirements and Beneficial Skills:

- You have a background in sport and are passionate about using social media platforms for storytelling, promotion, and education for a sport organization.
- Proficient with social media platforms and management tools.
- Ability to understand current and future trends in digital content and social media to inform your strategy.
- Demonstrated success in social media content creation (graphic design, video, photography etc.).
- Demonstrated success in implementing an effective and engaging social media strategy that is results drive.
- Strong copy writing and copy-editing skills.
- Strong written & verbal communication skills.
- Detailed oriented.
- Ability to work both as part of a team and independently.
- Proficient in Microsoft Office, Canva and/or Adobe Creative Cloud.
- Completion of CAC Safe Sport Training.
- Willingness to obtain a Criminal Record Check with Vulnerable Sector Check.
- Driver's License and access to a vehicle.

BC Athletics is an equal opportunity employer and encourages applications from all qualified individuals. BC Athletics thanks all applicants for their interest, however only those under consideration for the role will be contacted.

Please submit your application, by **Friday April 26, 2024** to:

megann.vandervliet@bcathletics.org

Your application should include:

- Cover letter outlining your interest in the role and applicable qualifications.
- Resume (max. 2 pages) outlining your education and relevant experience
- Include 3 references with their email address and phone number
- Please send as one document in PDF format