

SOCIAL MEDIA COORDINATOR - PART TIME

Overview:

The Richmond Agricultural Society is seeking to hire an enthusiastic and IT savvy Social Media Coordinator. This would be a part time position of up to 25 hours per month, with additional hours of work at fair time not excluding working on things that may not be specific to the job but clerical in nature.

As the Social Media and Content Coordinator, you will be up-to-date with the latest digital technologies and social media trends. You have excellent communication skills and are able to express our Society's views and content creatively. You would also be in charge of overseeing any computer related issues and setup in the office as required.

Application Deadline: Tuesday, April 30th, 2024

Key Responsibilities:

- Update, monitor and moderate all social media content (including website and assist expo platform).
- Manage the development and execution of the social media strategy
- Create engaging social media content in the forms of photography and video
- Collaborate with board of directors to create a social media calendar
- Manage the digital signage, website, assist expo and social media content in conjunction with the calendar
- Motivated to help shape a positive, motivated and forward-thinking culture
- Must be able to travel to the office when required

Knowledge and Skills:

- Understand SEO and web traffic data
 - SEO Certification would be an asset
- Passion for social media
- Direct experience using social media management tools
- Proficiency with video and photo editing tools and digital media formats
- Excellent knowledge of Facebook, Instagram, LinkedIn, Pinterest, X, TikTok, YouTube and other social medias
- Understanding of social media KPIs
- Experience with all Microsoft office products
- Experience with Adobe Creative Cloud or equivalent digital media editing tools an asset
- Bi / Multilingualism is considered an asset
- Must be able to multitask
- Critical thinker, problem solving skills
- Organized and self-motivated, excellent time management
- Works well independently and with groups
- One or more year(s) of experience as a Social Media Coordinator or similar role is considered an asset

About Us:

The Richmond Agricultural Society was originally formed in 1841 and has proudly hosted the Richmond Fair for 178 years!

The Richmond Fair occurs annually on the third weekend in September; and promotes agricultural awareness within the City of Ottawa, a city with the largest agricultural land base and agricultural economy in Canada. The fair offers a venue for those in the community to showcase their arts, crafts, livestock, produce, and much more!

Each year the fair features events such as agriculture shows, demolition derby, live entertainment, rock climbing, games, rides, and more providing days worth of fun and entertainment for the whole family.

Over 30 different committees are involved in planning the Richmond Fair and other fair sanctioned events hosted on the fairgrounds throughout the year.

The Richmond Fair is supported through fundraising events, donations and partnerships from individuals and businesses throughout our community.