



100 – 151 Charles St. W.
Kitchener, ON N2G 1H6
519.585.7517
Explorewaterloo.ca

Position Description Social Media Manager

Working under the guidance of the Chief Marketing Officer, the Social Media Manager will be responsible for enhancing our brand and building strong online communities through our various social media platforms. The Social Media Manager will be responsible for developing and administering social media content that is designed to engage users and create an interactive relationship within our channels. Collection and review of social media data to develop more effective campaigns is also a requirement for this role.

Major Areas of Responsibility:

- Management of social media profiles and presence, including Instagram, Facebook, Twitter, LinkedIn, Tiktok, Pinterest and potentially additional channels for our leisure, business events and sport sectors
- Creation of shareable content appropriate for specific networks to promote Waterloo Region and sharing of content/links (ours and regional tourism stakeholders)
- Listen and engage in relevant social discussion about Waterloo Region and our regional tourism operators
- Run regular social promotions and campaigns and track their success
- Work alongside Content & Media Liaison to help distribute content that informs, entertains and engages our audience
- Exploration of new ways to engage and new social networks to reach our target
- Collaboration with Marketing team on maintenance of content calendar
- Conduct cross-channel research on current benchmark trends & audience preferences
- Design and implementation of a social media strategy to align with business goals
- Establishment of objectives and reporting on ROI
- Monitoring of SEO and web traffic metrics and collaboration on analytics reporting
- Collaboration with rest of marketing team to ensure brand consistency
- Communication with followers, responding to queries in a timely manner and monitoring audience reviews/comments
- Maintaining social media accounts' design (profile/cover photos or videos) in collaboration with Chief Marketing Officer, Director of Business Development and Director of Sport Hosting
- Maintain and enforce brand identity
- Delivery of social media content in a timely manner as it relates to events, or approvals with other sectors/partners

Specific Responsibilities of the Job:

Social Media Strategist

- Develop and deploy a Social Media Calendar
- Manage Social Media Interactions

- Plan and carry out social media contests
- Plan and deploy social media promotions/ads
- Run analytics on a weekly basis on all social media platforms using data to inform future campaigns
- Will be required to engage in and monitor social media channels outside regular office hours

Required Knowledge, Skills, and Abilities:

- Self-motivated, hardworking individual with strong analytical and technical skills
- Demonstrated experience with social media platforms (Facebook, Pinterest, Twitter, YouTube, Instagram, LinkedIn)
- Familiar working with Customer Relationship Measurement and Content Management Software systems such as Wordpress, IDSS (Tempest), Hubspot, Crowdriff
- Proficient in MAC OS and Windows Platforms
- Current on trends and policies in social marketing strategies and implementation plans, along with ROI reporting
- Creative mindset and able to identify opportunistic conversations to engage with
- Demonstrated ability to work independently, efficiently and communicate effectively with diverse range of individuals and groups.
- Excellent customer service skills
- Experience with Google Analytics and Google AdWords
- Strong problem-solving skills
- Knowledge of Facebook's advertising platform
- Motivated & able to work in a team setting & embrace a solution-oriented attitude
- Online marketing/content management/SEO experience
- Highly organized with the ability to prioritize a varied workload with tight deadlines
- Excellent written and verbal communications skills
- Results focused with excellent attention to detail and accuracy with an exceptional work ethic
- Enthusiasm for and knowledge of Waterloo Region municipalities (the cities of Cambridge, Kitchener and Waterloo as well as the rural Townships of North Dumfries, Wellesley, Wilmot and Woolwich) is a definite asset

Education and Experience:

- Degree and equivalent experience in: Communications and Marketing
- Years of experience: 3- 5 years
- Specialized training in: Social Media Platforms, Web Development (HTML and CSS) and Graphic Design, CRM (Sales force, Microsoft Dynamics, Sage ACT!)
- Beneficial but not required: Photography, Video Editing

Conclusion:

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by jobholders within this job. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.