

SOCIAL MEDIA COORDINATOR

Program stream: Young Canada Works at Building Careers in Heritage

Organization name: Hamilton Fringe

Job location: Hamilton, ON

Length of assignment: full-time for 15 weeks (2021-04-26 to 2021-07-30)

Hourly wage: \$16.00

Hamilton Fringe is looking for a driven, creative, collaborative **Social Media Coordinator** to join our team. The successful applicant will be responsible for developing and implementing our social media strategy in order to increase our online presence and improve our community outreach and audience development efforts. Supported and supervised by our core team, the successful applicant will be a key leader of our public-facing campaigns for the organization's Equity Initiative and our flagship 2021 Hamilton Fringe Festival.

Job duties and responsibilities include:

- Developing, scheduling, implementing and managing our social media strategies for the Equity Initiative and the Hamilton Fringe Festival (in collaboration with the core Hamilton Fringe team).
- Defining, analyzing, and adjusting strategies based on the most important social media Key Performance Indicators.
- Generating, managing and overseeing social media content.
- Keeping up-to-date with the latest social media best practices and technologies.
- Working with our team to ensure copy & design content is informative and appealing.
- Monitoring SEO and user engagement and suggesting content optimization.
- Communicating with regional professionals and influencers via social media to create a strong network.
- Measuring the success of social media campaign outcomes.
- Providing thoughtful feedback using the SWOT (Successes/Weaknesses/Opportunities/Threats) method at project completion to help the organization learn and grow from.

Applicants MUST meet ALL of the eligibility criteria for the Young Canada Works program:

- You are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- You are legally entitled to work in Canada;
- You are between 16 and 30 years of age at the start of employment;
- You are willing to commit to the full duration of the work assignment; and
- You will not have another full-time job (over 30 hours a week) while employed with the program.

Currently enrolled students must also:

- have registered as a full-time student in the semester preceding the YCW job (as defined by their educational institution); and
- intend to return to full-time studies in the semester immediately following the YCW job.

Graduates from a post-secondary institution must also:

- be a college or university graduate;
- be unemployed or underemployed; and
- not be receiving Employment Insurance (EI) benefits while employed with the program.

Applicants SHOULD meet MOST of the following job-specific criteria:

- Have an excellent grasp of using social media for purposes of brand awareness and impressions.
- Have a working knowledge of Facebook, Twitter, Instagram, TikTok, and other social media best practices.
- Have experience with graphic design and graphic design software (Canva, Photoshop, Pixelmator).
- Have some understanding of SEO and web traffic metrics.
- Have experience with doing audience and buyer persona research.
- Have a good understanding of tracking and analyzing social media Key Performance Indicators.
- Have some familiarity with WordPress-based web design and publishing.

- Have excellent multitasking skills.
- Exhibit critical thinking and problem-solving skills.
- Be a collaborative worker and a team player.
- Maintain good time-management skills.
- Have a highly-developed set of interpersonal and communication skills (written and oral).

DEADLINE TO APPLY: April 12th, 2021.

INTERVIEWS: Week of April 19th, 2021.

TERM OF EMPLOYMENT: April 26, 2021 - July 30, 2021.

HOW TO APPLY:

Please send a cover letter and resume by April 12, 2021 to christopher@hamiltonfringe.ca with 'Social Media Coordinator' in the subject line. Please state if you are currently enrolled as a student in your cover letter. Please submit files in a single PDF file, using the following naming format: your first name_your last name.pdf. Only email submissions will be accepted. While we thank all applicants, only those chosen for an interview will be contacted.

ABOUT HAMILTON FRINGE:

Hamilton Festival Theatre Company, operating as Hamilton Fringe, produces annual activities including the year-round ALERT education initiative (Artistic Leadership and Entrepreneurial Training Program), the roaming site-specific winter festival Frost Bites, the 12-day annual Hamilton Fringe Festival, and Hamilton's theatre awards, The Gilded Hammers.

The Hamilton Fringe Festival runs every July in the core of downtown Hamilton, Ontario. Every summer, the festival welcomes 50+ performance companies from the local, national, and international arts community, presenting more than 400 performances over 12 days.

Combined with our robust outreach initiatives, the un-juried structure of the event offers unparalleled access for a broad spectrum of artists – and a meaningful platform for voices that are often marginalized from the main stages across our country.

This high-impact summer festival is presented live and online at locations across Hamilton, partners with a diverse range of local stakeholders, engages more than 100 volunteers, and makes a significant contribution to the local economy. In an average year, the annual summer festival draws in more than 20,000 audience members to the region each year.