



EMPLOYMENT OPPORTUNITY

Social Media & Marketing Assistant

Up to 14 hours/week during summer season June 21 to September 6, 2021, possibility of extension in fall.
Hourly Rate: \$19.69
Schedule varies according to activities at the Garden; some weekend and evening work may be required.

The University of Alberta Botanic Garden is seeking an enthusiastic individual to join the Garden's marketing team. Reporting to the Communications & Marketing Coordinator, the Social Media & Marketing Assistant loves to engage with people, online and in real life. The ideal candidate has experience with social media marketing, and understands how to generate well-crafted, intentional posts on a variety of platforms, that will promote Garden activities and encourage engagement from the community. This position also assists with group sales, identifying and reaching out to organizations who might love to bring their team on an outing to the Garden. The successful candidate will be a collaborative team player and thrives in a fast-paced environment.

DUTIES

- Works closely with the Communications & Marketing Coordinator to develop and execute social media content that supports the Garden's marketing and engagement goals
- Maintains and follows social media content calendar
- Sources images from the Garden's image library or generates new images for social media content
- Routinely attends the Garden to gather new content, including some evenings / weekends
- Monitors, assesses and responds to online comments and reviews
- Reports on key social media performance metrics
- Researches and contacts potential organizations for group sales initiatives
- Other duties as required

QUALIFICATIONS AND REQUIREMENTS

- Experience / education in marketing and communications, particularly in social media marketing
- Reliable, responsible, mature, outgoing, personable and tactful
- Organized and detail-oriented
- Strong writing skills, with an ability to craft content appropriate to the platform
- Excellent command of written and verbal English language required
- Excellent telephone manner required
- Proficient in the use of business accounts on Facebook, Twitter, Instagram. Familiarity with Google Workspace.
- Basic photography skills and familiarity with basic photo editing software.
- Ability to work with little or no supervision, and in a team environment
- Flexibility to accommodate a varied work schedule
- Possess a Class 5 Driver's license and have own transportation; the Garden is not accessible by public transportation

TO APPLY, send resume along with cover letter, to:

Kerry Mulholland

Communications & Marketing Coordinator, University of Alberta Botanic Garden

kerry.mulholland@ualberta.ca

Application Deadline: June 15, 2021

We thank all applicants, however, only successful candidates will be contacted.



University of Alberta Botanic Garden
Located in Parkland County, 5 km north of Devon on Hwy 60
botanicgarden.ualberta.ca