

## Job Description **Port Credit Business Improvement Area**

### Job Identification

**Title:** Social Media Coordinator  
**Location:** 105 Lakeshore Rd W  
**Employment type:** Part-Time/Starting at 20 Hours Per Week  
**Last Updated:** August 2021

**Department:** Office Support  
**Reports To:** Operations Manager/ Business Development Manager/ Board of Directors  
**Direct Reports:** N/A  
**Job Level:** N/A

### Job Summary

Reporting to the Business Development Manager, Operations Manager, and Board of Directors the Social Media Coordinator is responsible for managing the PCBIA social media accounts, creating digital content, assisting in planning the social media calendar, capturing content at all BIA events, and providing excellent customer service. The Social Media Coordinator will work closely with Management to execute projects and bring forward new social media ideas that promote Port Credit as a tourist destination, promote our businesses, and connect the community.

### Functions and Responsibilities

1. Grow social media channels, including Instagram, Facebook, LinkedIn, Twitter, Tik Tok
2. Monitor social media inboxes daily and respond to all comments and direct messages
3. Schedule daily content following the social media calendar approved by management
4. Assist in planning and management of the BIA social media calendar
5. Maintain up to date knowledge on BIA membership database to actively support their digital marketing efforts through weekly re-sharing and promoting content
6. Collaborate with BIA members for social media features including on-site filming
7. Collaborate with management to film and produce Shop IN, Dine IN series and others
8. Maintain strong knowledge of office structure and procedures to quickly address inquires
9. Strong copywriting and digital content creation that is aligned with BIA branding, BIA messaging and social media best practices
10. Grow social media following and improve interaction and engagement by staying up to date on social media trends and creating trending and relevant content
11. Build database of BIA media including photos and videos
12. Attend weekly social media meetings and propose new ideas and concepts
13. Collaborate with the marketing team to develop large social media campaigns
14. Be present at all BIA-led community events and capture footage for event coverage, and use for marketing and promotion
15. Submit a detailed weekly staff report to management

### Qualifications

1. Previous experience managing professional social media accounts including community management, content creation, and social media calendar planning and scheduling
2. Experience with graphic design and video editing software
3. Possess basic photography/filming skills (phone is acceptable)
4. Strong written and verbal communication skills
5. Proven professionalism and customer service skills
6. A creative, self-starter with the ability to carry an idea from ideation to execution
7. Strong organization and ability to prioritize work and juggle multiple deadlines
8. Resourceful and able to take direction and work independently