

Job title	<i>Social Media Coordinator</i>
Responsible to	<i>Vice-President of Brand and Partners</i>

Job purpose

The social media coordinator is tasked with maintaining, monitoring and growing the Canadian Ski Patrol's presence in the social media (digital) world.

Length of term: At the discretion of the vice-president of brand and partners.

The objectives of the social media coordinator are to:

- Promote the Canadian Ski Patrol's story on social media – namely, Twitter, Instagram, LinkedIn, and Facebook – in a narrative driven format
- Assist with the promotion of national initiatives, such as the direct marketing campaign and safety programs.
- Monitor the activity on the social media platform and act as an administrator by moderating the posts.
- Moderate the conversation taking place in the Canadian Ski Patrol group on Facebook and approve all new member requests to the closed group.

Duties and responsibilities

The social media coordinator is responsible for:

- Liaising with contractors responsible for managing social media channels and posting materials to these channels regarding daily social media operations.
- Posting new content as provided or directed by various national programs and portfolios.
- Moderating content (comments) and conversations within social media groups. This includes ensuring the principles of the social media policy and the mutual respect policies are adhered to.
- Approval and removal of user accounts to the CSP's Facebook group.
- Identifying and addressing photos and videos that are not compliant with the branding policies of the CSP.
- Responding to messages and question received via social media platforms, including redirecting the message to the appropriate contact.
- Other duties as assigned by the vice-president of brand and partners.

Qualifications

The general qualifications for this position are:

- Good written and verbal communication skills.
- Experience and understanding of the concepts behind social media, including likes, shares and reposts and retweets.
- Ability to discuss and manage expectations and outcomes with portfolio members.
- Ability to work as a team to meet the goals and objectives of the program.
- Good working relationship with all CSP officers, staff and members at various levels.
- Good understanding of the governance and operations of the CSP.

In addition to the above, this position has specific skills and qualifications that must include, but are not limited to:

- Bilingual (French and English)
- Knowledge of the existing CSP brand.
- Have at least two (2) years' experience with the CSP.

All qualifications comply with provincial and federal human rights legislation.

References will be sought from division and zone presidents, among others, as well as from the committee chair of any national committees, task forces, or special project groups the applicant maybe a member of.

The candidate must be free from any on-going investigations for breach of the code of conduct or the code of ethics. In addition, the candidate must not have been subject to any disciplinary action at the zone, division or national level in the past five (5) years.

Direct reports

There are no direct reports for this position.

Approved by:	<i>Bruce Robinson, President and CEO</i>
Date approved:	<i>January 21, 2019</i>
Reviewed:	

This job description has been evaluated and adopted based on an annual Inventory of activities.

This job description is used for internal posting, review and clarity for volunteer positions. It is not an employment contract for wage.

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