



**AARCS**  
ALBERTA ANIMAL  
RESCUE CREW SOCIETY

## **Social Engagement Coordinator**

Reporting to the Executive Director  
Calgary, Alberta

**20hrs per week, part-time evenings & weekends, flexible**

***We are currently seeking two part time positions which have potential for a full-time role should you qualify for each of these positions.***

***See [Community Event Support](#).***

**Looking for an enthusiastic and personable animal lover to facilitate positive online experiences.**

**ABOUT US: ALBERTA ANIMAL RESCUE CREW SOCIETY** is a registered non-profit animal welfare organization which operates a shelter in Calgary and Edmonton. We facilitate over 3500 animal adoptions each year and provide community support programs to communities across the province. The Communication and Marketing team works closely with all other departments within AARCS to communicate the work we are doing to the public, provide engaging content both online and in person that supports AARCS mission and vision and to raise much needed funds to maintain operations.

### **About You:**

Social Engagement Coordinator is a motivated individual with exceptional creativity, ability to connect with people online. Having a love of animals and people, you excel at creating content to engage people and develop long-lasting relationships and have the organizational and technical skills to get the job done. You are the voice of the organization and you love taking a spirited, fun and compassionate approach to online social engagement. You are a team player and able to work weekends and evenings to accommodate the needs of the organization.

### **RESPONSIBILITIES:**

- Oversee daily content of all social media channels, including Twitter, Instagram, Facebook and YouTube, including original text, images, video or graphics that builds meaningful connections and encourages audiences to take action and increase engagement.
- Ensure information is accurate, within AARCS' brand, free of grammar and spelling errors.
- Work with program departments, social media volunteers and communications team staff to create schedules to assist you with gathering interesting content, creating posts and interacting with followers.
- Continuously improve metrics by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.

- Build strong relationships with individuals in all departments to assist in effectively coordinating engaging content.
- Stay current with social media trends and best practices to ensure ongoing account optimization.
- Test new strategies, new content, and new campaigns, such as post frequency tests refine the social media strategy based on the results. When shifts or new trends occur, we should be able to react and respond accordingly.
- Ensure constant messaging when interacting with followers and responding to comments and messages. Direct inquiries to the appropriate person within the organization.
- Set goals and objectives, track growth and maintain analytics reports to provide up-to-date information to management on a month basis.

**POSITION REQUIREMENTS:**

- Genuine interest in animal welfare and passion for the organization.
- Strong organizational and technical skills.
- Ability to effectively communicate information and ideas in written and verbal format with proven abilities in writing, proofreading, and editing.
- Experience and genuine interest in creative development applications for both mobile and desktop.
- Creative, outgoing, friendly, and social with the ability to be a confident spokesperson for the organization and the cause both online and on-site.
- An efficient self-starter who takes initiative; has the ability to set priorities and manage workloads with minimal supervision.
- Ability and willingness to work irregular hours including evenings and weekends to oversee social media platforms consistently.

**Requirements/Working Conditions**

- Work from the shelter in Calgary with the occasional work-from-home.
- Must be willing to work flexible hours, including evenings and weekends, to accommodate social media needs.

**Apply Now:** Qualified candidates should forward via email a cover letter and resume via email to Amber Perry, Creative Marketing Specialist with **Social Engagement Coordinator** in the subject line to [amber@aarcs.ca](mailto:amber@aarcs.ca)

Job posting will be left open until a suitable candidate is found. AARCS is an equal opportunity employer. We invite all suitable candidates to forward their application in confidence. Thank you in advance for your interest.

**Alberta Animal Rescue Crew Society**  
5060 – 74<sup>th</sup> Ave SE, Calgary, Alberta, Canada