



## **WANTED**

### **Social Media Engagement Coordinator Calgary, AB**

**Full-Time (32-40 hours) - One Year Temporary  
Contract (maternity leave coverage)**

*Flexible work arrangements*

*Some evenings and weekends*

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

**ABOUT YOU:** Social Media Engagement Coordinator is a motivated and adaptable individual with exceptional creativity, ability to connect with people both online and in person. 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 independently and as a team. You are the voice and the brand of the organization and you love taking a spirited, fun and compassionate approach to online story-telling and social engagement. You are a team player and able to work with and inspire others on your team. Flexible weekday schedule with some weekends and evenings to accommodate the needs of social channels.

#### **RESPONSIBILITIES:**

- Create, develop and source quality content with your team of staff and volunteers.
- Oversee daily content of all social media channels, including Facebook, Instagram, TikTok, Twitter and YouTube, including original text, images, video or graphics that builds meaningful connections and encourages audiences to take action and increase engagement.
- Ensure constant messaging when interacting with followers and responding to comments and messages. Direct inquiries to the appropriate person within the organization when necessary.
- Work closely with departments, social media volunteers and communications team staff to gather interesting content, creating posts and interacting with followers.
- Plan and execute organic online and advertising campaigns for lotteries, events and other organizational needs/initiatives.
- Continuously improve metrics by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then act on the information to improve engagement.
- Stay current with social media trends and best practices to ensure ongoing account optimization.
- Be open to getting in front of the camera to create engaging live content when needed.
- Assist the Creative Marketing Specialist with online fundraising campaigns, website editing and other graphic design/marketing projects.

## **POSITION REQUIREMENTS:**

- Genuine interest in animal welfare and passion for the organization.
- The ability to effectively communicate information and ideas in written and verbal format with proven abilities in writing, proofreading, and editing.
- Experience in creative development applications for both mobile and desktop.
- Professional experience is considered an asset or a solid understanding of social media platforms including but not limited to; Facebook Business Suite/Manager, Facebook Ads and Google Ads, Instagram and TikTok.
- Creative, outgoing, friendly, and social with the ability to be a confident spokesperson for the organization and the cause both online and on-site.
- Strong organizational and technical skills.
- A quick thinker and 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 some evenings and weekends to oversee social media platforms consistently.

## **WORKING CONDITIONS**

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

## **BENEFITS:**

Discounted pet care, food and supplies.

Salary: \$18-20/hour

**ABOUT US: ALBERTA ANIMAL RESCUE CREW SOCIETY** is a registered non-profit charity based in Calgary, Alberta with a second shelter in Edmonton, Alberta. At AARCS we are passionate about animals, but at the heart of our organization is people. Our mission is Changing Lives Through Kindness. AARCS Safe Haven is a busy animal shelter with an onsite veterinary hospital for our animals and is the hub from which our Calgary staff and volunteers work. North Haven is a shelter and cat adoption center and is the hub for our Edmonton staff and volunteers. These facilities facilitate intake, assessment, care and adoption for thousands of animals every year. All shelter and foster home supplies are stored at and distributed from these facilities and we receive a variety of physical supply donations, big and small every day. 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.

**Apply Now:** Qualified candidates should forward via email a cover letter and resume via email to Amber Marleau, Creative Marketing Specialist with **Social Engagement Coordinator** in the subject line to [amber@aarcs.ca](mailto:amber@aarcs.ca). This position will remain open until a suitable candidate is found.

*This position description reflects the general duties of the position, but it is not intended to be a detailed description of all duties that may be inherent in the position.*