



JOB DESCRIPTION

Job Title: Social Media & Marketing Student	Department: Administration
Reports to: Manager of Parks and Recreation	Approved by: Council
Wage Level: \$17/ Hr	Status: Seasonal 35 Hr/ Week

Position Profile:

The Social Media & Marketing Student will report to the Communication Coordinator and work across the Recreation & Parks, Tourism and Communications departments to support marketing and promotion of South Dundas.

The candidate will work closely with the Communication Coordinator who will provide real hands-on projects and daily tasks that use social media, print and digital platforms to promote and manage South Dundas' brand.

This is a fun and creative position where candidates will be able to apply classroom-based knowledge to projects and gain essential skills needed to be career ready.

Duties & Responsibilities:

- Develop and implement a marketing strategy for the South Dundas Tourism Pursuit App and overall summer tourism activities.
- Assist in the development and implementation of a marketing strategy for summer recreation and park programming.
- Assist in the management of social media accounts.
- Create engaging content for print, digital and social media.
- Film and photograph content for YouTube, Instagram, and Facebook.
- Write compelling copy and captions for social media, articles, and email blasts.
- Develop and implement solutions to grow youth engagement in South Dundas.
- Liaise with other tourism and marketing students/staff from the SDG region.

- Create and distribute tourism materials at Municipal and other tourism locations.
- Occasional staffing of a tourism information Pop-Up booth.

Skills & Knowledge:

- Experience with Adobe Photoshop, InDesign, Premiere Pro and Canva.
- Understanding of SEO and PPC strategies
- Must be creative with interest in photography and/or film
- Strong communication skills
- General knowledge of writing and editing standards
- Attention to detail
- Able to optimize marketing budget for best results

Education & Experience:

Currently enrolled in a post-secondary program in Advertising & Marketing, Digital Marketing, Social Media Management, or other related discipline.

Working Conditions:

35 Hours per week. Work will be combined between a normal office setting and outdoors at various Municipal Parks and Facilities. Some evening or weekend work may be required for events or programs. Typical hours will be 8:30am-4:30pm Monday through Friday.

This job description is intended to summarize the responsibilities of the job and is not a comprehensive list of all duties to be performed.