

## **Content Creator Job Description**

**Position Purpose:** To be part of a team that ideates the Brandon Tourism social media strategy. To create engaging digital content for the ongoing promotion of Brandon Tourism and Brandon Riverbank Inc. To provide content for and to actively engage with the users of social media platforms.

### **Position Requirements:**

- Experience managing social media platforms and content promotion
- Experience with graphic design and/or video creation platforms
- Excellent communication and collaboration skills
- To have a creative mind and to be a visual storyteller
- Self-starter, that is currently active on socials, especially TikTok
- Outgoing personality; willingness to be on-camera
- Willingness to engage in conversation on-camera with community partners, businesses, and local attractions/events
- Must be willing to travel, have a vehicle, and hold a valid Manitoba Class 5 driver's licence

### **Qualifications:**

Combination of education and experience in media, communications, and/or digital art & design. Preferably currently enrolled in, or has completed a like program.

### **Responsibilities:**

- Plan, coordinate, and develop engaging social media content for all Brandon Tourism social media platforms; especially the Brandon Tourism TikTok and Instagram accounts
- Collaborate with the Director of Marketing & Communications on social media content ideas and promotional campaigns
- Provide social media assistance for all Brandon Riverbank Inc. social media accounts
- Engage with officials from local attractions and/or events in an effort to produce compelling content
- Monitor the latest social media trends; implement certain trends in content when appropriate
- Monitor engagements, interactions, and respond to social media comments in a professional manner
- Schedule social media posts when appropriate
- Monitor, evaluate, and report on social media statistics

**Reports to:** Director of Marketing & Communications, Brandon Tourism

**Position Details:** Part-time (Up to 400 hours annually)

**Remuneration:** \$17-\$22 an hour

**Vehicle mileage allowance is \$0.68 per km.**

Please email resume & short cover letter (250 words or less) to Lanny Stewart, Brandon Tourism Director of Marketing & Communications at [lstewart@brandontourism.com](mailto:lstewart@brandontourism.com) describing your interest in the position. Only those contacted will be selected for an interview.