

# YWIL TWU Job Description

<b>Title:</b> Social Media Coordinator	<b>Location:</b> Trinity Western University
<b>Department:</b> Marketing	<b>Reporting to:</b> VP of Marketing
<b>Required Commitment:</b> 2-3 hours per week	<b>Employment Type:</b> Student

## Position Summary

The Social Media Coordinator is responsible for organizing, scheduling and posting all of YWiL's content across its social media channels including Facebook, Instagram and LinkedIn. They will also be in close contact with the events team regarding marketing for upcoming workshops and events and will post accordingly. They will work with the VP of Marketing to design posters for events and post where needed. They will closely follow the YWiL brand guidelines and Instagram grid guidelines as outlined in the google drive. The coordinator will continually innovate new marketing strategies with the marketing team and assist the VP of Marketing and Digital Media Coordinator where necessary.

## Essential Duties and Responsibilities

- Post content on all social sites
- Innovate new strategies to market YWiL
- Coordinate content with Digital Marketing Coordinator
- Organize, update and upload all relevant content to the Google Drive
- Assist the Digital Media Coordinator and VP of Marketing when necessary
- Attend scheduled Department team meetings

## Education Requirements

Must be in second year standing (or higher) as of Fall 2022. Any major and/or specialization can apply.

## Experience Requirements

- Experience with social media management considered an asset
- Previous club involvement considered an asset

- Previous student leadership roles considered an asset
- Current YWiL member considered an asset
- Internship/work in social media management, digital marketing, marketing, branding or any other business field is considered an asset

### Skills and Abilities

- Creative and innovative
- Very organized
- Diligent in following through with tasks
- Effective time manager, can manage multiple tasks at once
- Is self-sufficient/does not need to be reminded to complete tasks

### Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.

Employee's Signature: \_\_\_\_\_ Date (mm/dd/yy): \_\_\_\_\_

President's Signature: \_\_\_\_\_ Date (mm/dd/yy): \_\_\_\_\_