



THE CORPORATION OF THE TOWNSHIP OF CENTRE WELLINGTON

DIGITAL MEDIA ASSOCIATE  
TEMPORARY PART-TIME (17.5 HOURS PER WEEK) UNTIL DECEMBER 31, 2020

The Township of Centre Wellington is seeking an individual to fill a temporary, part time position in the role of Digital Media Associate. Reporting to the Chief Administrative Officer, and under the direction of the Communications Coordinator, the Digital Media Associate will work closely and serve as a dedicated resource for Elora Fergus Tourism. The Digital Media Associate will play an integral role in providing strategic advice and direction in the execution of digital strategy, promotion and day to day digital operations for the Elora Fergus Tourism brand.

The Digital Media Associate will implement daily social media content creation and management of all digital assets for the destination. The position works with the destination network to coach stakeholders in digital skills development to increase overall digital sophistication of the destination and improve its aggregated digital footprint to manage and grow the destination website. The Digital Media Associate provides customer service to residents, businesses and tourists who contact the Township through our social media platforms. The position will also support internal and external tourism services/programs including partnership with regional and local partners.

The Digital Media Associate supports the Communications Coordinator on all other Corporate Communications both externally and internally, including but not limited to media releases, social media, website, public meetings, etc. as required and be a backup for the Communication Coordinator when not available.

Minimum Qualifications and Requirements:

- Post-secondary degree or diploma in Public Relations, Corporate Communications, Journalism or Marketing.
- Minimum three (3) years' experience in digital marketing and project management, preferably in the public sector.
- Demonstrated experience with micro-campaign marketing on Facebook and Instagram.
- Must have experience in the implementation of communications, marketing and digital campaigns, plans and strategies.
- Highly proficient in social media implementation and marketing.
- Computer literacy utilizing the Microsoft Office Suite (Word, Outlook, Excel, PowerPoint) and Adobe Creative (Photoshop).
- Technically competent in Microsoft and Google applications, including Google Analytics.
- Practical knowledge in web maintenance and metrics analysis and reporting.
- Excellent organization, research and administrative skills.
- Strong interpersonal and written communication skills.
- Ability to work well under pressure, complete multiple assignments and work on tight deadlines.
- Excellent time management and problem solving skills.
- Ability to work independently and as part of a team.
- Demonstrated ability to build strong relationships and partnerships with stakeholders.
- Flexibility to work evenings and weekends as required.

Salary: \$ 28.23 per hour [2019 Rate]

How to Apply:

Township of Centre Wellington, 1 MacDonald Square, Elora, ON N0B 1S0

Attn: Sandra Schulz, Manager of Human Resources

Via email: [careers@centrewellington.ca](mailto:careers@centrewellington.ca)

Deadline to Apply: F r i d a y , May 10, 2019 at 4:00 p.m.

To learn more about the Centre Wellington community and the requirements for this position, please visit the Township's web site at [www.centrewellington.ca](http://www.centrewellington.ca) and search the Job Opportunities link. Please submit your cover letter and resume in one document in .PDF format. The successful candidate will be required to provide proof of current and valid certificate(s) and/or educational qualifications.

*Information gathered relative to this position is done so in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will only be used for candidate selection. Accessibility accommodations are available for all parts of the recruitment process. Applicants must make their needs known in advance. We thank all those that apply; however only those candidates selected for an interview will be contacted.*