



Centre Wellington

**Township of Centre Wellington
Position Description
Administration**

DIGITAL MEDIA ASSOCIATE

Department:	Administration
Position Title:	Digital Media Associate
Reports To:	Chief Administrative Officer
Location	Elora Tourism Office
Approved Date	April 2019

PURPOSE OF POSITION

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.

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.

OVERALL SCOPE OF POSITION AND CONTROL OF CORPORATE RESOURCES

Scope of Position

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.

Control of Corporate Resources

People [Human Resources]

No direct reports to this position but works collaboratively and cooperatively with the Chief Administrative Officer, the Communications Coordinator and Community Services staff.

Finance

No direct control.

Material and Information

Responsible for the use of equipment, corporate policies and procedures.

Major Responsibilities

- Create and follow a detailed social media and digital strategy plan to track and report on progress.
- Execute all social media posts in a consistent tone to support the corporate brand, amplify marketing messages, provide customer service and engage followers through strategic content.
- Monitor and evaluate commentary and conversation on social media channels, online resources and websites to find information to assist with managing potential or real issues
- Manage and grow day-to-day activities on social media platforms (Twitter, Facebook, YouTube, Instagram, etc.)
- Review website inventory and perform routine maintenance audits of website content, images, links active/inactive pages and more.
- Coordinate and assist with digital marketing initiatives launched by the tourism department (i.e. digital micro campaign marketing projects). Report on results and digital impact. Make recommendations for future social media advertising campaigns.
- Coordinate internal resources and third parties/vendors for the execution of digital projects
- Measure social media and digital performance using appropriate systems, tools and techniques.
- Write progress and final reports for all digital assets.
- Work directly with key stakeholders and partners developing their digital and social operations and marketing strategy.
- Provide excellent customer service to residents, partners and visitors.
- Stay informed of existing and emerging digital trends and technologies.
- Continue to improve and increase the destination digital presence.
- Animate the online presence.
- Enhance the presence of the DNA – key anchor festivals and attraction, natural and heritage assets.
- Continuously work to strengthen the destination network.
- Performs other related duties that are assigned.

Position Requirements

Education

- Post-secondary degree or diploma in Public Relations, Corporate Communications, Journalism or Marketing.

Experience

- Minimum three (3) years' experience in digital marketing and project management, preferably in the public sector.

Job Skills

- Highly proficient in social media implementation and marketing.
- Technically competent in Microsoft and Google applications, including Google Analytics.
- Practical knowledge in web maintenance and metrics analysis and reporting.
- 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.
- 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.
- Computer literacy utilizing the Microsoft Office Suite (Word, Outlook, Excel, PowerPoint) and Adobe Creative (Photoshop).
- Ability to work alone and as part of a team.
- Demonstrated ability to build strong relationships and partnerships with stakeholders.
- Flexibility to work evenings and weekends

Effort

Mental

High levels of concentration to detail and accuracy needed with frequent interruptions and deadlines.

Physical

Eye, hand, brain coordination.

Decision Making and Judgment

Decisions often made within changing and flexible circumstances in the work environment. Mistakes can result in corporate embarrassment and negative media coverage.

Interpersonal Skills and Contacts

Regular communication with management staff, employees, members of the public and media.

Working Conditions

Environment

Municipal office conditions, subject to noise, office traffic and other distractions.

Control Over Work Schedule

Work is subject to interruptions and changing priorities, so there is a need for flexibility. There is an expectation of evening and weekend work.

This is a reasonable statement of the requirements of this position.

Digital Media
Associate

Date

Chief Administrative
Officer

Date