



Social Media Contractor

Part-time Contract Employment Opportunity

Location:	Calgary area
Term:	TBD - 1 year term (with possibility of extension) to commence as soon as a suitable candidate is selected
Hours:	Approximately 10 hours/week
Remuneration:	Dependent upon experience and qualifications. (exclusive of any employee benefits and mandatory employer contributions)

The Opportunity: The Calgary Booster Club boasts a long-standing reputation in the Calgary area as the not-for-profit organization dedicated to the development and encouragement of athletic endeavor. For the past 67 years the Calgary Booster Club has provided financial support for young athletes while also celebrating the contributions of dedicated sport volunteers and Calgary sport history. In 1983 the Calgary Booster Club is credited with presenting the successful bid that won Calgary the privilege of hosting the 1988 Winter Olympic Games. While honoring local sport history and tradition remains paramount, the Calgary Booster Club is in transition with the goal of improving public profile and increasing general awareness through an active social media presence, among other new measures being considered.

This position would appeal to an aspiring Communications professional with an understanding of the Calgary sport community and current social media practices and applications (Instagram/Twitter/Facebook/etc). The ideal candidate will be mature, self-motivated, and able to work independently while also contributing to a team effort.

Terms and Conditions of Employment: A Calgary area-based candidate is preferred although the candidate will work on a remote basis from his/her home/office location.

Hours will be flexible, and some weekend and evening availability may be required.

Direct employment and office expenses will be reimbursed provided that approval is authorized in advance.

Reporting and Relationships: This position will be accountable to the Calgary Booster Club VP Marketing and Communications but will work collaboratively with the CBC Marketing Committee and the CBC Executive Committee.

Qualifications and Core Competencies:

The successful candidate will have:

- A recognized post-secondary certificate, diploma, or degree in Communications, Public Relations, or Marketing – or at least working towards completion of same
- A minimum of one year of related experience and a proven track record of success
- Advanced competency and comfort using a variety of social media platforms
- General knowledge and/or interest in sport

The Position: The CBC Social Media Contractor will assume the following key responsibilities:

- Update and enhance social media presence, including but not limited to: creation of content/post scheduling; strategy development and growth; trend reporting with the goal of increasing followers and the CBC's on line social media presence
- Promote and enhance the CBC Brand – history, mission/vision/values/purpose, members, events, opportunities, etc.
- Promote the CBC's relationships with past award winners, top local area athletes and sport figures, current sport trends and news, local sport events, CBC partners and sponsors, etc.
- Current CBC social media accounts falling under the oversight of the Social Media Contractor include: Facebook, Twitter, Instagram. Other applications may be added at the discretion and advice of the Social Media Contractor.
- Recommend and monitor the application of social media policies and practices to expand the CBC's social media profile

To Apply: Interested applicants are invited to submit a resume with cover letter and contact information for at least 2 references by email to info@calgaryboosterclub.ca

*Please indicate hourly or monthly remuneration expectations.

This position will remain open until a suitable candidate is found.

The CBC thanks all applicants for their interest, however only those selected for an interview will be contacted.

Carol Hermansen, President

Mark Kosak, V-P Marketing and Communications

Calgary Booster Club

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