

Town of Caledon

make a difference



Job Title: Administrator, Visit Caledon (Part-Time, Contract up to 6 months)
Closing Date: April 29, 2024, 12pm

Town of Caledon is a dynamic municipality that successfully balances urban, rural, and agricultural communities. Our energetic staff are guided by our core values that create an environment for continuous improvement and customer service excellence.

In addition to offering exciting career opportunities, the Town also provides a competitive and comprehensive total rewards package. Come see how you can ***make a difference***.

The Opportunity

Reporting to the Officer, Tourism and Culture, this role is responsible for administrative support and maintenance of web and social media content that supports tourism and culture initiatives. The Administrator will assist with the creative development of photo and video content, blog posts, coordination of paid advertisements that showcase Caledon as a tourism destination. The Administrator will support the Officer, Tourism and Culture, working directly with external content creators, influencers, and bloggers, and providing customer service through the Visit Caledon platforms. As the Administrator, Visit Caledon, you will perform the following duties, including but not limited to:

- Execute a results-driven, 5-season (Winter, Spring, Summer, Fall, Holiday) social media plan
- Develop and post engaging content for social media platforms (Facebook and Instagram)
- Execute weekly creation and editing of written, video, and photo content for tourism website
- Attend events and produce live social media content
- Maintain unified brand voice across different social media channels
- Collaborate with Tourism & Culture officer and Community and Cultural Development team to create a social media calendar
- Monitor social media channels for industry and community trends
- Interact with users and respond to social media messages, inquiries, and comments with the oversight of the Tourism & Culture Officer, and in accordance with Town of Caledon policies
- Collect, review and track analytics and create monthly reports on key metrics
- Prepare recommendations for content creator collaborations within a budget
- Perform additional duties and undertake special projects as assigned.

The Ideal Candidate

We are



6311 Old Church Road
Caledon, ON L7C 1J6
www.caledon.ca

T. 905.584.2272 | 1.888.225.3366 | F. 905.584.4542

seeking a passionate professional with a post-secondary degree in Marketing or a closely related field. Our ideal candidate has minimum 1-year related experience in a marketing, communications or tourism setting and 1-3 years' experience with B2C social media marketing or content development. This person has a passion for social media and proficiency with major social media platforms and social media management tools.

The ideal candidate will have proficiency with video and photo editing tools, digital media formats. We are seeking an individual with superior verbal and written and digital communication skills, a demonstrated ability to manage time with the ability to multitask, and excellent interpersonal skills.

The successful candidate for Administrator, Visit Caledon will be required to work a flexible schedule, including in the office, remotely and after hours (as required).

This position offers an hourly range of \$30.89 to \$36.62, part time, up to 3 days/week.

Satisfactory passing of a criminal record check, and proof of qualifications will be required of any successful candidate(s) for this position.

The Town is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. The Town is an equal opportunity employer that is committed to an inclusive and barrier-free workplace. If your application requires accommodation, please contact People Services at (905) 584-2272 Ext. 4738.

*Applications for this posting will be accepted until **April 29, 2024, 12:00PM.***

How To Apply

To learn more about employment with the Town of Caledon and to apply for this exciting and challenging opportunity, visit: www.caledon.ca/careers

If needed and upon request, this document can be made available in an alternative format.



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