
SOCIAL MEDIA COORDINATOR

Full Time Employment Opportunity

Reporting to the Manager, Digital Media, the Social Media Coordinator is responsible for conceptualizing, curating, creating and posting promotional content supporting Marketing and Liquor & Gaming Operations to drive engagement in our consumer-facing social media channels, including engaging with followers and responding to inquiries when appropriate. The Social Media Coordinator is also responsible for supporting the Corporate Communications and Social Responsibility division in the area of social media, in order to promote Manitoba Liquor and Lotteries online presence, activities, and campaigns.

Duties:

- Conceptualize, curate, and schedule social media posts on multiple channels through collaboration with internal stakeholders.
- Maintain and share a content calendar for social media posts on multiple channels with internal stakeholders.
- Engage with social media followers by responding to queries, addressing concerns, and developing two-way communication on all social media channels.
- Curate and create visually appealing artwork and video content for social media posts.
- Produce engaging, accurate, and error-free on-brand copy to accompany visual content.
- Work across divisions to ensure that a results-oriented strategy is being executed on social media that will help reach corporate objectives.
- Support and protect the corporate brand by ensuring that positive messaging is emphasized on social media channels and community platforms.
- Ensure that social media channels present content consistent with external marketing campaigns.
- Monitor online reviews, mentions and instances of sentiment regarding Manitoba Liquor and Lotteries corporate and consumer facing brands, and coordinate timely responses in consultation with senior management and the Communications department.
- Perform continuous research in social media trends and best practices, while developing new opportunities for Manitoba Liquor and Lotteries to reach and engage with our social media followers.
- Monitor results and compile reports on social media analytics.
- Attend out-of-office events as required.
- Respond to employee questions concerning social media use.
- Complete special projects and assignments as required.
- Encourage a climate that supports diversity.
- Performs other duties as assigned.

Primary Qualifications:

- Diploma in a recognized communications, marketing, journalism, or social media marketing program is required.
- A minimum of three (3) years' experience in social media management, gained in a business, corporate, or public sector environment.
- Superior skills in using social media applications and mobile devices is required.
- Experience utilizing social media management and analytical tools.
- Intermediate skills in Microsoft Office (Word, Excel, PowerPoint and Outlook).
- Experience in graphic design production tools, including Adobe Creative Cloud.
- Excellent communication, interpersonal, and writing skills with superior attention to detail.
- Ongoing professional development is required to maintain expert level knowledge in current and emerging social media trends and technology.
- Ability to work independently or in a team environment.
- Ability to present information and ideas, and plan projects accordingly is required.
- Exceptional task management skills with a respect for timelines and deadlines is required.
- The core competencies for this position include achieving quality results, adaptability/managing change, communication, customer service, decision making and problem solving, integrity and building trust, teamwork and cooperation and valuing diversity.

Secondary Qualifications:

- Bilingual (French/English) language skills.
- Experience managing paid social media advertising is considered an asset.
- Have and maintain a valid Manitoba Class 5 Driver's License is an asset.
- Gaming, liquor, or related industry experience is an asset.

Salary: \$22.98-\$28.24

Bargaining Unit: CUPE

Location: Empress

Individuals should apply by completing our online application form at www.mbl.ca/jobs or by submitting a resume and application to:

Email: careers@mbl.ca
Mail: Human Resources
1555 Buffalo Place
Winnipeg, Manitoba R3C 2X1

All applications are due by **January 28, 2021**.

We thank all interested applicants, however, only those selected for interviews will be contacted.