

Marketing Portfolio *Social Media Advisor*

Level of Expertise:	All levels
Time Commitment:	4 – 5 hours per month
Duties:	<p>If you're following IABC/Calgary's social media channels, you know that we post some awesome content. But we're always looking for inspiration and creative ways to engage our audience, especially when we're connecting virtually.</p> <p>As a Social Media Advisor, you'll work under the guidance from the Marketing Director, to write, create graphics and/or videos, and post IABC content across our social media channels: Facebook, Instagram, Twitter, YouTube and LinkedIn.</p> <p>Advisors will be responsible for creating content for the various IABC/Calgary portfolio(s), such as PD Events, Professional Standards, and Career Services. There will also be an opportunity to participate in unique campaigns and take initiative to bring forward new ideas.</p> <p>As an Advisor, you'll also participate in regular meetings with the Marketing team to provide feedback and brainstorm.</p> <p>Other duties may include:</p> <ul style="list-style-type: none"> • Video and photo editing • Ad-hoc digital marketing and project-related requests • Attend IABC/Calgary events, engaging at the event and sharing on social media
Experience:	<ul style="list-style-type: none"> • Experience in writing content for blogs, newsletters and/or social media • Experience with photography, graphic design and/or videography considered an asset • Must be available via email to respond to requests
Technology:	Facebook Creator Studio, Twitter, LinkedIn, Instagram.
Reporting to:	Director Marketing, Marketing Portfolio