

## **Social Media Specialist - Full Time**

This person will be responsible for implementing a strategic and creative approach to content through a strong understanding of the social media current trends in the industry.

### **Essential Duties & Responsibilities:**

(Other duties may be assigned as required)

- ) Create content for FR social media platforms – Instagram, Twitter, Facebook, FR Apps, FR website and others, including new platforms that may come into future play
- ) Develop content that ties the FR back to current events, trending topics, and pop culture in a way that is relevant to the brands and their fan bases
- ) Assist in publishing and scheduling content across the social media channels
- ) Work closely with FR teams across the organization such as marketing and news and program departments generate content that helps achieve organizational priorities
- ) Participate in Promotion and Program meetings, providing input and suggestions related to social media and other areas as needed; make recommendations for processes and procedures regarding creation and distribution of social media content
- ) Maintain knowledge and understanding of industry trends and monitor potential social media tools, influencers and third parties that will help enhance department and organizational goals

### **Qualifications:**

- ) Bachelor's degree and at least two years of experience creating short film content, including but not limited to social-first video and writing
- ) Candidate must have experience with Adobe Creative Suite including Photoshop, Dreamweaver, Illustrator, After Effects, Premier Video Editing, InDesign, and Acrobat
- ) Experience with content management systems is an asset
- ) Possess a passion for social media and demonstrate the ability to establish and maintain productive, mutually-beneficial relationships with management, professional staff, third-party partners, celebrity talent, and media of all types

Submit your resume to [job@am1470.com](mailto:job@am1470.com) as soon you can. We thank all applicants for their interest, but only selected candidates will be contacted for an interview.

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Fairchild Radio is committed to Employment Equity and to providing a fair and equitable work environment. We encourage applications from qualified women, men, visible minorities, aboriginal peoples and persons with disabilities. If you need to be accommodated during any phase of the evaluation process, please contact our HR Dept. at 604-295-1234. All information received about accommodation will be kept confidential.