

## Expression of Interest: Social Media Director

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**Date Posted:** November 25, 2016

**Closing Date:** December 16, 2016

**Position:** Social Media Director

**Term :** 2 Year Term, Ending January 31, 2019

CUPE 873 is seeking interested member applicants for the position of Social Media Director. This role is defined in bylaw 15.b15, and clarified below.

### **Primary Duties, Responsibilities and Critical Tasks:**

The following are key operational duties, however, the position may not be limited to these functions. Working under the direction of the Provincial Executive Committee, the Social Media Director shall:

- Have access to post on and manage the Union's social media accounts, with an aim to engage audience daily
- Respond to, or forward inquires received through social media accounts
- Perform all duties in accordance with Union Policies on public communications and the principles outlined in the Union Strategic Plan
- Work closely with the Union's Communications Director, Public Education Committee and Union Website Administrator(s), to optimize the Union's social media presence
- Devise special social media campaigns and/or initiatives to drive follower interactions
- Perform other work at the direction of the Provincial Executive Committee and/or Board
- Participate in relevant training as approved by the Executive Committee or Board.

### **Prerequisites:**

Applicants possessing the following qualifications and prerequisites will be given first consideration:

- Excellent written communication skills
- Advanced knowledge in the use of various social media platforms, for the purposes of marketing and target audience outreach
- Excellent general computer skills
- Experience with digital graphic design
- Ability to maintain confidentiality and security practices required by the position.

### **General Information:**

This position is defined in the CUPE 873 Bylaws, article 15.b15. Compensation for work done will be provided via union shift coverage, as deemed necessary by the Provincial Executive Committee.

### **How to Apply:**

If you are interested in this opportunity and becoming part of the CUPE 873 team, please send your resume, including cover letter, by email to: [applications@apbc.ca](mailto:applications@apbc.ca), **by end of day December 16, 2016.**

We thank all applicants for their interest. Please note, only those shortlisted will be contacted for an interview.