



Skyview Early Learning Village Calgary is looking for an experienced and creative Social Media specialist to join our volunteer team. As our SM member, you would be responsible for developing and implementing our social media strategy in order to increase our online presence and improve our marketing and sales efforts. For information on Skyview Early Learning Village, please visit [www.skyviewlearning.ca](http://www.skyviewlearning.ca)

You should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of Skyview Early Learning Village (SELV) and “soft selling” our Early Childhood service by providing support to current and prospective customers.

**Time commitment:** Initially 5 to 7 hours to set up and 2-3 hours per week to maintain.

### **Responsibilities**

- Execute social media strategy through competitive research, benchmarking, messaging and audience identification
- Generate, edit, publish and share content (original text, images, video or HTML) that builds meaningful connections and increases customer engagement.
- Set up and optimize SELV pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with SELV team to manage reputation and coordinate actions

### **Requirements**

- Proven working experience in social media marketing or as a Digital Media Specialist
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Detail and customer oriented with good multitasking and organisational ability

### **Skills**

- Strong Visual Aesthetic – considers every detail of a social post, from images to links to formatting copy.
- Communications – clear and engaging
- Community Management – customer care and responding to reviews
- Trend Awareness
- Embracing Channel Diversity
- Determining KPIs.
- Deciphering Analytics
- Utilizing Social Media Ads
- Flexibility

For more information or to join our team, please contact:

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