



## **Social Media Coordinator. Miramichi**

### **Job Description**

#### **Requirements:**

Community College or University education in Social Media/Marketing

#### **Job purpose:**

To create engaging content for an organization's educational social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

- Engages in social media presence creation on new and emerging social media platforms
- Creates dynamic written, graphic, and video content
- Optimizes content following search engine optimization (SEO)
- Creates content that promotes audience interaction, increases audience presence and encourages audience participation
- Assists Education Coordinator with large projects, events, and community management
- Works as part of a team to develop social media campaigns
- Proposes new ideas and concepts for social media content
- Work on developing and distributing e-newsletters to members
- Follow direction from Education Coordinator on the development of social media content
- Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits.

#### **Workplace Essential Skills**

- Reading
- Document use
- Writing
- Numeracy
- Oral communication
- Working with others
- Thinking skills
- Computer use
- Continuous learning
- Bi-lingual (French and English)

Expected Start date: April 20th 2026  
Wage: \$16.25 an hour, up to 30 hrs per week