

Social Media Assistant

The Company: we are a [Business Improvement Area](#) called the [Downtown Guelph Business Association](#) (DGBA) and we work to build the economic vibrancy of Guelph. We are a small office with 3 full time and one half time staff, located in St. George's Square and close to all public transit types.

Part of our mandate is to promote businesses in Downtown Guelph. One way we do this is on social media platforms. And social media platforms love fresh content. That's where you'll come in: we need somebody who can generate great photography and videography to showcase Downtown Guelph's beauty, history, community, business owners, events, and more. The creator will mainly be asked to capture the essence of Downtown Guelph through a variety of visual social media campaigns. Content generated will also be used for presentations for DGBA board, members and community partners.

Benefits: We offer a great, supportive, working environment. You will be based out of our office and work closely with all staff. Your success is our success and we want this to be a meaningful growth opportunity for you. We are a living wage employer which means that everybody who works here (including contract workers) get paid at least \$16.90/hr.

Requirements: the successful candidate will be comfortable in seeking out the Downtown Guelph story, and skillful in presenting it in a fun, beautiful, positive way. You should be comfortable working with such programs as Adobe Photoshop, Adobe Lightroom or Adobe Premiere or other photo and video editing software. Examples of such include Final Cut Pro knowledge, Meltwater, InDesign, Wordpress -- as well as Google Adwords and PPC campaigns.

As part of the funding comes from Canada Summer Jobs, this is a limited term placement of 270 hours (34 hours a week for 8 weeks) and applicants must be under 30 years of age.

Responsibilities: 1.To work with businesses in Downtown Guelph to tell their story. 2.To create sufficient content in the timeframe of the placement that can be used on various platforms for many months after the placement is over. 3. To build the brand of Downtown Guelph, to attract more people, to expand the reach of the DGBA social media message.

Should You Apply?

1. If you like working in a flexible but supportive environment, if you like the idea of telling the story of a great historic place, if you understand that your work to build businesses is at heart community-building, this position could be for you.
2. If you like to have flexibility in work time and/or work days, this position could be for you.
3. If you want your work to be assessed on the quality and quantity of your output, this position could be for you.

Please send a resume and a letter telling us why you're the one we're looking for to: info@downtownguelph.com.

