



Assistant, Social Media (Casual Term)

Folklorama is seeking a creative, social media savvy individual who is interested in supporting the Marketing, Communications, and Engagement department for the summer of 2022. As Assistant, Social Media, the incumbent is directly responsible for the execution of social media plans by creating engaging content through videos, photos, editing and posting on all of Folklorama's social media platforms. Reporting to the Coordinator, Marketing, Communications, and Engagement, the Assistant will also support in filming the "Cultural Conversations" series.

To be successful in this role, candidates should have an aptitude for problem solving, have an ability to adapt to new environments and be highly organized with a keen attention to detail. Working at times directly with our Folklorama membership and fans, the Assistant, Social Media must use their enthusiastic spirit to support and appreciate the importance of our Folklorama family.

Excellent English written and verbal communication skills are essential along with strong administrative knowledge of Facebook, Instagram, Twitter, YouTube and TikTok platforms.

This position requires the candidate to have a valid Class 5 driver's license as well as use of their own vehicle.

Term of employment is between July 23 and August 13, 2022. Main hours of work are evenings and weekends for the following key dates:

- Folklorama Kick-off Event: Saturday, July 23, 2022
- Festival Media launch: July 28, 2022
- 51st Folklorama Festival: July 31 - August 13, 2022

This is a contract position with a value of \$20 per hour for the above-noted work, with a total of approximately 70 hours.

Qualifications

Education:

- Completion or currently enrolled in a post-secondary education in creative communications, journalism or marketing program.

Experience:

- Minimum of 1 to 2 years directly related experience

Additional required qualifications include the following skills and abilities:

- Must have excellent communications and interpersonal skills



- Superior organizational skills, detail oriented, focused and with a high level of initiative and energy
- Ability to produce high-quality work and comfortable managing multiple projects, priorities and deadlines.
- Experience with photo and video editing
- Creative self-starter who is comfortable taking initiative and working in collaboration
- Demonstrated ability to work effectively both independently and in a team environment

If you are interested in joining the Folklorama team part time for the summer and have the experience, education, qualities and passion to work for one of Winnipeg's premier arts and cultural organizations, please forward a cover letter, a resume/CV, examples of your work, and three references by Friday, April 29th, 2022 **at 5:00pm** to:

Tanya Williams

Director, Marketing, Communications, & Engagement
Folklorama
c/o postings@folklorama.ca

Any and all offers of employment made will be subject to completion and submission of a satisfactory criminal record and child abuse registry check.

Folklorama is committed to equity, diversity, and accessibility in the workplace. We strive to have a team that reflects our mission and mandate, and encourage diverse abilities, cultures, identities, languages, and perspectives. Folklorama encourages candidates to speak to this in their application. Applicants should identify if they require accommodation during the competition process on a confidential basis.

Thank you to all applicants for your interest however only those selected for an interview will be contacted.