

REDS Recreation Social Media Assistant

The UNB REDS are dedicated to providing our campus and community with excellence in wellness, sport and recreation. We value excellence, community engagement, caring, leadership, health and well-being.

POSITION TITLE: REDS Recreation Social Media Assistant

PROGRAM: REDS/Faculty of Kinesiology

TEAM LEADER: Evan Richtsfeld, Marketing & Communications Officer

POSITION: We are searching for energetic, enthusiastic student Marketing Assistant to plan, create, manage, implement, and evaluate the social media marketing for all REDS Recreation programs and events.

- Planning, creating, publishing, and sharing new content (including original text, images, video) daily that builds meaningful customer connections.
- Increasing brand awareness and encourages community members to engage with our services including but not limited to memberships, fee-based programming, group fitness programming, fitness testing and personal training, aquatics programming, intramurals and more.
- Capture and analyze the appropriate social data/metrics, insights, and social media best practices to measure the success of every social media campaign, then use that information to refine future campaigns.
- Creative and eager to build unique and original content
- Staying up to date with the latest social media best practices and technologies
- Communicate and respond to questions/feedback feature from our community on these channels.

QUALIFICATIONS:

- Strong communication and organization skills with the ability to multi-task and prioritize workloads.
- Ability to show knowledge or educational background in social media marketing.
- Passion for digital media, entertainment, and the fitness/recreation industry
- Attention to detail.
- Ability to work independently and diligently with very little supervision.
- Experience as a REDS Recreation employee
- Enthusiastic and outgoing!
- Willingness to work varied hours (evenings, weekends, and daytime)
- Ability to work in a team setting.

EMPLOYMENT: Part time term position starting September 2023

SALARY: \$16.00 per hour (plus 9% vacation & holiday pay)

HOURS: 20 hours per week

*Please submit cover letter & resume (including two references) in person to the Client Services Office (Information desk) on the ground floor of The Richard J. CURRIE CENTER (attn.: Evan Richtsfeld) or as an attachment via email to evan.richtsfeld@unb.ca. The deadline to apply is **Wednesday, Sep. 13 by 5pm**.*