

PORT STANLEY

BUSINESS IMPROVEMENT
AREA

portstanley.net



TITLE: Social Media & Website Content Creator - Contract Position

POSITION SUMMARY: The social media & website content creator will work alongside the BIA board to create content for the Port Stanley's BIA social media pages and website. This position requires strategically and creatively creating, sourcing and scheduling posts. Content should include but is not limited to, photography, video, audio, interviews, stories, writeups and shares.

RESPONSIBILITIES & DUTIES: The social media & website content creator will help update business and event images on www.portstanley.net. Responsibilities also include maintaining the BIA's public social platforms and make them stand out as being Port Stanley's BIA page. In doing so, posts will promote all the BIA member's businesses, events, grand opening, significant anniversaries, contests, etc. As consistency is key, it is expected that posts will be done daily or on alternate days. It is expected that monthly analytics be done tracking reach and engagement on the BIA's socials. The goal is to increase followship, reach and engagement on our BIA social pages and show our followers everything Port Stanley has to offer so they will in turn visit and support our businesses.

QUALIFICATIONS REQUIRED:

- Proficiency with social platforms and their analytics (Instagram, Facebook & Tic Tok)
- Knowledgeable and passionate about Port Stanley
- Unbiased & open minded
- Creative
- Excellent communication skills
- Own a quality camera and/or phone with a quality camera
- Available to attend local events daytime, evenings, and weekends

CONTRACT SPECIFICS:

Contract Length: 6 Months with possibility to extend (mid-June to mid-December)

Salary: \$20/hour

Expected Hours: 30/month

Interested applicants should submit their resume and portfolio to Delany Leitch - deleitch@centralelgin.org on or before May 26, 2023.