

THE truffles GROUP

VANCOUVER ISLAND'S PREMIER HOSPITALITY EXPERIENCE

Title: Social Media & Content Specialist

As a Truffles Group employee, you will...

- At all times faithfully, industriously, and to the best of your ability, experience, and talents, perform your job responsibilities to the reasonable satisfaction of your Employer.
- Work at such locations as the Employer may from time to time require.
- Use your best efforts to promote and advance the Business and the affairs of the Employer.

Hours of Work

The hours of work will vary and may be irregular, and will be those hours required to meet the requirements of your job.

Job Purpose

The Social Media & Content Specialist supports our marketing and creative team and tells the stories behind our dynamic group of companies. Working in a collaborative environment, this position will directly impact our brands and messaging by crafting original and modern content and design.

Job Responsibilities

- Oversight for 5 company social media accounts including strategy, positioning, planning, content and reporting.
- Manage monthly social media content calendars and execute through published posts and engagement with online audiences through comments and messages
- Create and source dynamic content including copywriting, graphics and videos for digital channels (social media, websites, e-newsletters etc.)
- Execute monthly e-mail newsletters to support strategic campaigns for 3 companies and coordinate e-mail marketing schedule
- Coordinate blog schedule for 2 companies, taking content written by our specialists and publishing it to our online channels
- Collaborate with Marketing Manager on social media and content marketing strategies to increase engagement and followers, using new trends to playfully engage with audiences
- Additional skill sets include photography for online/social media use, motion graphic design and food photography
- Travel to business locations



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- Opportunity to publish paid social media advertising campaigns using Facebook Advertising, if interested in developing these skills
Such other unrelated duties may be assigned from time to time by the Employer

Required Education, Skills and Qualifications

- 3+ years of experience managing social media accounts and channels
- 3+ years of experience copywriting for digital media (social media, e-mail marketing, website)
- Post secondary education in marketing or communications, or equivalent skills and experience
- Experience executing e-mail marketing campaigns and/or strategy is an asset
- Experience publishing paid social media advertising is an asset
- A strong creative eye with a customer-centric approach to copywriting
- Strong working knowledge of Adobe (InDesign, Illustrator, and Photoshop) and relevant social media platforms (Twitter, Facebook, Instagram etc).
- A proven ability to meet deadlines, work with a team of creatives and juggle multiple projects at once
- Energy, enthusiasm and high attention to quality and detail
- Motivation to uphold brand standards and consistency
- Excellent communication skills (written and verbal)
- Driver's license and regular access to a vehicle

Disclaimer Clause

The above statements are intended to describe the general nature and level of the work being performed by the employee assigned to this position. There is no exhaustive list of all duties and responsibilities, knowledge, skills, abilities, physical job demands and working conditions associated with this position.

