



Capilano Accounting Association Director of Social Media

Job Description

Job Summary

The Director of Social Media collaborates with the Director of Marketing to create social media marketing campaigns to promote CAA's brand. Alongside the Director of Marketing, they are responsible for developing marketing plans for the association and its events, and for building the CAA's brand across social media and on campus. Will work closely with the Director of Internal Relations to ensure information is sent out in a timely manner.

Essential Functions

- Attends all CAA Executive Meetings
- Development and implementation of promotional plans and material for CAA with assistance of the Director of Marketing
 - Creates posters, flyers, and other promotional material for social media
- Helps oversee all promotional activities, and social media platforms
- Assists the Director of Marketing in managing the CAA website
- Coordinates with the Director of Marketing to implement marketing plans on social media
- Assists in the creation of Eventbrite events to facilitate ticket sales for CAA events
- Creates Newsletters and sends-out information when needed.
- Maintain the CAA's social media platforms such as Instagram, Facebook, LinkedIn, Twitter.
- Assists the Director of Internal Relations with promotional materials

Working Conditions

The Director of Social Media spends approximately 4 – 10 hours per week creating promotional material, posting firm-specific promotional material, and keeping CAA socials active (Instagram, Twitter, Facebook, LinkedIn). The term of employment is from September 2023 to April 2024.

Qualifications and Skills Required

- Professional communication skills
- Independent and proactive worker
- Creative and critical thinker
- Proficient in Microsoft Office (Word, Excel, and PowerPoint)
- Proficient in design and animation applications such as photoshop and Canva
- Proficient in Gmail, and Google Docs, MailChimp
- Fluent in communication-both in verbal and written skills
- Proficient with social media mediums (Facebook, Instagram, LinkedIn, Websites, etc.)
- Ability to learn website applications such as Wix