Social Media Coordinator

Position

Social Media Coordinator – Responsible for planning, development and implementation of all the Festival’s social media strategies, communications, both external and internal.

Remuneration

Service is without remuneration except for administrative support, travel, and accommodation costs in relation to duties.

Qualification

All festival contractors and directors shall meet the following qualifications:

(a) must be at least 18 years old
(b) bachelor’s degree or above
(c) minimum 3 years’ festival/event experience
(d) strong written and verbal communication and interpersonal skills
(e) personal qualities of integrity, credibility, and passion for the organization’s cause

Duties

- Develop and implement the festival’s social media strategy
- Maintain Social media calendar and be on top of all the updates
- Work with Marketing Manager, PR and Programming teams in coordinating content for social media platforms
- Maintain the festival’s social media platforms
- Work with CSAFF vision and branding in mind
- Create social media relevant content and maintain the identity and branding
- Work with social media widgets and ads
- Coordinate social media posts with relevant SEO words and tags
- Coordinate with the sponsorship team for sponsor deliverables related to social media
- Track the data and analytics
- Monitor trends in social media tools, trends and applications
- Implement creative strategies for effective social media engagement