

Social Media Specialist

Job Description:

The Social Media Specialist works closely with the PR Coordinator to develop and execute a marketing plan, and is responsible for growing and engaging with TEDxUofT's community through platforms such as Twitter, Facebook, Instagram, and email (MailChimp).

Essential Duties and Responsibilities:

- Create awesome, engaging social media posts on all our platforms consistent with TEDxUofT's branding and personality, and keep our audience updated;
- Manage our social media channels, monitor progress and evaluate performance of social media posts;
- Working with the PR Coordinator to create and implement a comprehensive marketing plan that will enhance TEDxUofT's image and position within the university's community;
- Continuously observe UofT student, clubs, groups, and alumni trends;
- Attend and participate in weekly team meetings.

Qualifications:

- Creative and deadline oriented;
- Productive, fast and detail-oriented;
- Excellent teamwork skills; and
- Love of the internet;
- Experience with Adobe CC Creative Suite is a plus.

How to apply:

Please fill out the **TEDxUofT hiring form** [here](#) and email your cover letter and résumé to applications@tedxuoft.com by **June 16th, 2018 at 11:59 PM**. Indicate the role you are applying for in the subject field.