



Social Media and Digital Content Officer

Department: Fisheries, Tourism, Sport and Culture – Tourism PEI

Location: Charlottetown

Position: One (1) Full-time Classified Position

Employment Type: [Permanent](#) – UPSE

Hourly Salary Range: \$31.08 - \$38.87

Annual Salary Range: \$60,606 - \$75,797

Pay Level: 15

Bi-Weekly Hours: 75.0 hours bi-weekly (Monday – Friday)

Posting ID: 165924-1224FTPO

Closing Date: Monday, December 30, 2024 5:00 p.m.

Open to: Public

The [Department of Fisheries, Tourism, Sport and Culture](#) is committed to Equity, Diversity, Inclusion and Accessibility. Our goal is to build a public sector workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, respectful workplaces that are accessible to all. We welcome all interested individuals including Indigenous People, persons with disabilities, Black, racialized, ethnic and culturally diverse groups, as well as people regardless of their sexual orientation, gender identities, and gender expressions. Those looking for more information are invited to visit our [Equity, Diversity, and Inclusion Policy](#).

What we offer:

- Health and dental benefits
- Pension plan
- Up to \$2,500 annual training funds
- Three weeks paid vacation
- sick leave annually

This Social Media and Digital Content Officer is responsible for developing and executing Tourism PEI's social media strategy to enhance its online presence, engage with its audience, and achieve marketing and communication goals. Their primary tasks include creating and curating content, monitoring social media platforms, engaging with followers, analyzing performance metrics, and staying updated on social media trends. They also collaborate with other departments to ensure consistency in messaging and branding

across all digital channels.

Duties will include but are not limited to:

- Create compelling well written content for social media outlets that is timely and engaging including leveraging videos, high quality infographics, photos, and writing informative texts;
- Select and share relevant third-party content that aligns with Tourism PEI's brand and values;
- Identify and collaborate with influencers, partners and brand ambassadors to amplify social media reach;
- Collaborate and coordinate with the marketing team and media relations team in creating effective communication and ensuring a strong and consistent voice on all social platforms this is aligned with the organization's desired public image;
- Act as Tourism PEI's Social Media subject matter expert, mentoring other social media contributors and managers on all social media best practices. This includes guidance for use of third-party listening, monitoring or analytic products;
- Plan, develop, evaluate, and execute strategic content calendars with daily key messages that aligns with the strategy, marketing campaigns and demand generators;
- Ensure professional, friendly, and highly responsive social media content is distributed and maintains the highest standards of appearance, both in English and in French;
- Engage with social media followers in real time as required. Monitor social channels, and work in partnership with other agencies and third parties to identify issues and respond effectively and timely to online comments and questions;
- Design and execute social media campaigns to support broader marketing and communication goals while keeping a pulse on what's trending;
- Develop key performance targets and data gathering processes, and identify, collect, and regularly distribute social media analytics; and
- Other duties as required.

Minimum Qualifications:

- Successful completion of a university degree in communications, marketing or related field.
- Considerable experience in corporate communications.
- Considerable experience with social media (Facebook, Twitter, Instagram, TikTok etc.), and in analytics and reporting social media metrics.
- Experience with web content management systems (Drupal, etc.).
- [Demonstrated equivalencies will be considered.](#)
- Excellent writing skills (grammar, composition, readability, spelling, typing speed).
- Must have a strong knowledge of digital marketing and concepts (SEO, SEM, etc.).
- Must be proficient with MS Word and have a strong working knowledge of other common commercial software applications (e-mail, PowerPoint, Excel, etc.).
- Must have a knowledge of G4 analytics and of social media scheduling tools.
- Excellent collaborative and interpersonal communication skills.
- Must be self-directed and possess an ability to work independently.
- Must have good previous work and attendance record.

Other Qualifications:

- Bilingual (English/French written fluency) considered an asset.

Preference will be given to UPSE Civil Employees as per the UPSE Civil Collective Agreement.

This competition may be used to fill future job vacancies.

Please Note: Please ensure the application clearly demonstrates how you meet the noted qualifications as applicants will be screened based on the information provided. We would like to thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

Where possible, submitting an electronic resume or job application is preferred. Otherwise, please return forms to PEI Public Service Commission, P.O. Box 2000, Charlottetown, Prince Edward Island, C1A 7N8. Applications may be sent by fax to (902) 368-4383. **IT IS THE RESPONSIBILITY OF THE APPLICANT TO CONFIRM RECEIPT OF THE APPLICATION, BY TELEPHONE OR IN PERSON PRIOR TO THE CLOSING DATE.** Please ensure that the appropriate Posting ID number is stated on all application forms. You can apply online or obtain an application form by visiting our web site at www.jobspei.ca. Forms may also be obtained by contacting any PEI Government office, ACCESS PEI Centre, Regional Services Centre, or by telephone (902) 368-4080.

No. 6 on Forbes' list of Canada's Best Employers 2024

The Public Service is inspired to make a positive impact and proud to shape the future of our Island Community.

SHAPE THE
Future