The Lloydminster Agricultural Exhibition Association is looking for an outgoing individual to serve as a Social Media Events Day Coordinator. Working alongside our marketing and social media team, the candidate will be responsible for being on site for each of the events hosted by the Lloyd Ex. This is a part time position, with an estimated 1-2 events per month. Hours will vary, and include event days and weekends.

Main Tasks:

* Be on site for all events as a representative of the Lloyd Ex.
* Create engaging content and take live photos and videos of the events.
* Write and post content, monitor, engage, and build community on all of our social media platforms.
* Coordinate with our marketing agency to follow through on planned content.
* Upload and share files with the Lloyd Ex and our marketing agency.
* Develop a relationship with our event committee’s and members, to ensure information accuracy.

The Ideal Candidate:

* Must be familiar with all types of social media platforms with a focus on Facebook, Instagram, and Twitter.
* Is outgoing, has a high level of professionalism, and is willing to talk to event attendees/staff to ask for photos.
* Is creative, willing to learn, and can contribute new ideas to the social media plan.
* Must have their own smart phone, valid drivers license and access to personal vehicle for work purposes.
* Has effective communication skills (verbal and written), has a good grasp of the English language, and is comfortable writing captions and responding to comments.
* Has the ability to work independently as well as collaboratively with team members.

Previous experience with planning and creating social media content would be considered an asset, and experience or interest in photography would also be a bonus.

Interested candidates can send a resume and cover letter to Jackie Tomayer at gm@lloydex.com. While we appreciate your application, only those selected for an interview will be contacted.

Expected start date is May 30, 2022.