



Social Media Manager

Starting Wage: \$21/hr (commensurate with experience)

Approx. 35 hrs/week

About the Guelph Grotto and Core Climbing Gyms

At the Guelph Grotto and Core Climbing Gyms, we are passionate about climbing and fostering a vibrant community. Our mission is to provide exceptional climbing experiences and create an inclusive environment where climbers of all levels can thrive. We are dedicated to expanding our reach and enhancing our brand presence through innovative social media strategies.

About You

You are a creative and strategic thinker with a passion for social media and community engagement. You thrive in a fast-paced environment and enjoy crafting compelling content that resonates with audiences. You are detail-oriented, proactive, and have a proven track record of driving traffic and building a cohesive brand presence across social media platforms.

A day filled with content creation, strategy development, and community interaction energizes you. You are committed to achieving measurable results and continuously improving your strategies based on data-driven insights.

If you are ready to take on the challenge of elevating our social media presence and engaging our community, apply now and let's get to work.

We are looking to hire someone who can work from our office. Guelph Grotto and Core Climbing offer flexibility in working schedules to accommodate personal balance and lifestyle. Our workplace is collaborative and hybrid, allowing team members to come and go as needed. This role requires candidates to be local, as it involves occasional travel within the area and attendance at events outside of normal business hours.



Job Benefits

- Free Climbing: Access to Guelph Grotto and Core Climbing facilities.
- Guest Passes: One free guest pass per month.
- Retail Discount: 15% off applicable retail.
- Professional Development: Structured training and opportunities for growth.
- Inclusive Environment: Be part of a diverse team that values equity and inclusivity.

The Role

In your role as a Social Media Manager, you will develop and execute social media strategies, create engaging content, manage our online community, and analyze performance metrics to drive traffic and enhance our brand presence. You will collaborate with photographers, videographers, and other team members to produce high-quality visual content and connect with local influencers to expand our reach.

Here's what the role looks like, you will:

- Develop and implement social media strategies to align with business goals and enhance brand visibility.
- Design, write, and schedule engaging content for social platforms including Facebook, Instagram, Twitter, TikTok, LinkedIn, and YouTube.
- Monitor and respond to comments and messages promptly and professionally to foster community interaction.
- Plan and execute promotional campaigns, events, and special offers with the team.
- Analyze social media metrics to measure success and adjust strategies as needed.
- Collaborate with photographers and videographers to produce high-quality visual content.
- Assist in creating email marketing campaigns to support social media efforts.
- Connect with local influencers and partners to expand reach and build community relationships.
- Maintain a consistent and timely posting schedule.

What does success look like?

- Proven success in driving traffic and increasing engagement through social media.
- Consistent and cohesive brand presence across all social platforms.
- High level of community interaction and positive engagement.
- Effective promotional campaigns that attract new climbers and retain existing members.
- Regular analysis and reporting of social media performance metrics.
- Strong relationships with influencers and partners.
- Timely and relevant content delivery.

What we're looking for:

Social Media Managers will come to us with a background in social media management, strong communication skills, and experience creating and executing successful social media strategies.

Your skills include:

- A post-secondary degree, diploma, or certificate in Marketing, Communications, or a relevant field.
- Knowledge of and experience in social media management and content creation.
- Proficiency with Meta (Facebook/Instagram) and other social media platforms such as Twitter, TikTok, LinkedIn, and YouTube.
- Experience with social media management tools (e.g., Hootsuite, Buffer) and graphic design tools (e.g., Canva, Adobe Creative Suite).
- Strong understanding of social media metrics and data analysis.
- Photography and videography skills are considered an asset.
- Passion for climbing and community engagement.
- Experience managing multiple social media accounts.
- Strong organizational skills and attention to detail.
- Positive attitude and team player mentality.
- Ability to work in a fast-paced environment and handle multiple tasks simultaneously.



You embody the following attributes:

- Passionate about climbing
- Strong customer service skills
- Team player
- Safety-conscious
- Positive and energetic attitude
- Adaptable and flexible
- Committed to continuous learning
- Enjoys a community-oriented environment
- Reliable and dependable
- Effective communicator
- Enthusiastic about helping others improve

Equity Statement

Guelph Grotto and Core Climbing are committed to creating an inclusive environment for all employees. We welcome applications from diverse backgrounds and strive to provide equal opportunities for all.

To Apply

Please send your resume and interest statement to manager@guelphgrotto.com.
Accommodations available upon request.