

# Social Media & Event Coordinator Job Description - Part-Time

Reports To: General Manager

Starting Compensation: \$18.00

## Job Summary

Anyone can climb, so everyone is welcome. Our company is looking for someone who can help make this possible regardless of one's potential barriers. We are a rock climbing facility that has brought the community of Guelph together in a fun and active way since 1994.

The Social Media and Event Coordinator is primarily responsible for developing engaging social media posts, etc. on a regular basis daily operations at the Guelph Grotto. Their responsibilities will also include overseeing Monitors and Belayers, and assisting the General Manager with overseeing staffing needs and bookings. This role has a starting wage of \$18/hr, with opportunity for growth.

The Social Media and Event Coordinator is responsible for executing the following duties, but more duties may be included based on facility needs:

### **Social Media duties:**

- Generate and execute social media campaigns to promote events, programs, or casual activities occurring in the Guelph Grotto. Generally, this includes Instagram, Facebook, and possibly other platforms.
- Create social media posts using design programs such as Canva, Photoshop, Adobe Illustrator, etc. No preference based on the program used.
- Communicate and collaborate with all areas of the Guelph Grotto to ensure needs of all areas of the business are met (setters, outdoor and wall programs, youth programs, etc.)
- Engage with social media commenters, messages, and other social media platforms to increase engagement on the employer's page and increase website traffic and purchases made at the Guelph Grotto.
- (Re)post stories that follow the gym vibe and branding - oftentimes it's funny, engaging, and welcoming to all.
- Analyze social media trends and responses in order to increase engagement.
- Occasionally create reports for the Grotto manager in order to communicate the successes and failures of specific campaigns (what works, what doesn't).

### **Events duties:**

- Create ongoing events that capture the core elements of the Grotto's community. Queer Climb, Glow In the Dark Climbing, etc. Have a specific event in mind? We're all ears!

- Learn our Rock Gym Pro software to insert and modify events and arrange bookings when appropriate
- Communicate with the General Manager, Head Route Setter(s), and other relevant staff in order to effectively produce a successful event
- Promote events on social media, through posters, website updates, and email blasts.
- Attend the events and gather feedback in order to improve future events

## Requirements for the job

- Excellent communication skills, both written and verbal
- Ability to think logically and proactively to ensure smooth events
- Organization skills and attention to detail
- Ability to work as part of a team, and to manage projects independently with oversight from senior management
- Previous experience in event planning and marketing (social media or otherwise)
- Full COVID-19 vaccination status as approved by Health Canada (complete dosing schedule achieved at least 2 weeks prior to first shift)

## Assets for the job

- Experience with Instagram, Facebook, and other social media platforms
- Experience in graphic design
- Rock Gym Pro software experience
- Customer service experience
- Enjoy climbing, the outdoors, and facilitating amazing community experiences

## Benefits of working at the Grotto include

- Free climbing for the duration of your employment\*;
- One free guest pass per month for anyone\*;
- 25% off applicable retail\*; and
- Additional perks discovered upon signing of contract

\* Perk only applicable if at least 20 hours per month are worked.

The Grotto is committed to supporting employee development. We do this through structured training for each position at the Grotto as well as ongoing communication between the employee and their manager. The Grotto welcomes feedback from employees so that we can continue to create a fun and effective work environment. This is reflected by employees wanting to continue with us year after year, and members and guests having a great time while at the facility and all Grotto programming.

The Grotto is an equitable employer and encourages all members of the community to apply regardless of real, potential, or perceived barriers. We strive to educate employees about their rights as workers to set young workers up for success as their careers progress. The Guelph Grotto celebrates diversity and does not tolerate discrimination of any kind based on race, ethnicity,

culture, sexual orientation, sex, gender preference, or other demographics irrelevant to the job. Contact management to learn more about our efforts to mitigate biases in our hiring processes and at our workplace!

## Submitting Your Application

Think you are a good match for the Grotto? Apply by submitting a cover letter and resume to [manager@guelphgrotto.com](mailto:manager@guelphgrotto.com).

For general questions or insight into work culture, additional expectations and/or responsibilities feel free to reach out to the General Manager at [manager@guelphgrotto.com](mailto:manager@guelphgrotto.com)

Accommodations are available upon request. Please reach out to us at [manager@guelphgrotto.com](mailto:manager@guelphgrotto.com) or 519-362-7572 so we can make suitable arrangements!