



Dragonfly Events

Job Description: Social Media Coordinator

Job Title:	<i>Social Media Coordinator</i>
Reports To:	<i>Managing Director and Operations Manager</i>
Location of Work:	<i>Remote (Saint John)</i>
Type	<i>Full- time</i>
Salary	<i>31,200 CAD / Yearly</i>

About Dragonfly Events Planning

By creating several events and platforms that represent inclusivity and multiculturalism, we aim to create spaces for businesses to thrive, new professionals to advance, and individuals to establish a sense of wellness and belonging. We provide services in event coordination, A/V, marketing, partnership management, and customer service management.

Job Purpose:

The Social Media Coordinator is responsible for boosting Dragonfly Events' social media presence. They create and execute digital marketing strategies to inform, promote, and attract public interest. They handle the organization's social media accounts, where they monitor comments and interact with the social media community. Dragonfly Event's Social Media Coordinator is in complete control of the company's website and social media accounts.

Duties and Responsibilities:

- Tracks audience engagement, reach, referrals, and conversions.
- Schedules social media posts and monitors relevant news and content.
- Writes and releases posts, blogs, and other content.
- Maintains awareness of the latest social media platform developments.
- Secures social media passwords.
- Creates and manages ads across different platforms.
- All other duties are assigned as needed.

Skills & Qualifications:

- Bachelor's degree in marketing, Business, or related fields is preferred.
- Social media marketing experience.
- Highly skilful in MS Office.



- Experience in using social media management software.
- Working knowledge of Adobe Photoshop and other editing tools.
- Outstanding written and verbal communication skills.
- Solid editing and presentation skills.
- Creative and innovative

Employee Acknowledgement

I, _____, acknowledge that I have read and understood the Dragonfly Events job description for the Social Media Coordinator position.

Resumes to be sent to events@dragonflynb.com