

Social Media & Content Specialist

Location: Squamish, BC
Type: Full-time, Permanent
Reports to: Executive Director

Overview

Tourism Squamish is a non-profit destination management organization dedicated to promoting Squamish as a must-visit destination while strengthening the community's visitor economy through responsible tourism.

The Social Media & Content Specialist plays a key role in how Squamish is represented online. This role is responsible for planning and executing social media strategies, producing compelling digital content (visuals, video, and copy), and collaborating with team members, members, and partners to showcase Squamish's unique tourism experiences, grounded in authentic, local knowledge of Squamish.

Equally important, the role helps share stewardship messaging, encouraging responsible recreation, supporting initiatives like *Don't Love It to Death* and the *Destination Steward Program*, and highlighting the shared responsibility of visitors and residents in caring for Squamish's natural and cultural assets.

Success in this role is measured by growing reach and engagement, increasing qualified traffic to exploresquamish.com and member listings, and supporting organizational goals of inspiring visitation, enhancing the tourism sector, and advancing stewardship values. The position requires flexibility, with occasional evening and weekend work to support events, media visits, and campaign activations.

Key Responsibilities

Content Creation & Storytelling

- Develop and share engaging social media content that tells Squamish's story, connects with audiences and inspires travel.
- Plan, script, shoot, and edit short-form video content that highlights Squamish's experiences, businesses, and landscapes..
- Write captions, blogs and newsletters, aligned with Tourism Squamish's brand voice.
- Create content that integrates destination stewardship messaging, promoting responsible recreation and visitor education (e.g., "Don't Love It to Death," Red Bag Program).
- Maintain and update a content calendar in collaboration with the Marketing & Membership Manager and Communications & Stakeholder Relations Manager.
- Design and adapt visual assets (graphics, reels, stories, thumbnails) using tools such as Canva or Adobe Creative Suite.
- Source and clear rights for user-generated content; ensure photo/video permissions are obtained.
- Ensure content reflects inclusive, accessible and culturally respectful storytelling.

Social Media Management

- Manage daily activity across social media channels.
- Monitor platforms for engagement opportunities, respond to comments/messages, and foster community connection.
- Schedule, publish, and track performance of posts.
- Experiment with emerging formats and trends to broaden reach and engagement.
- Meet response time targets.
- Work with Communications & Stakeholder Relations Manager to build social media into the crisis and emergency communications protocols.

Campaign & Collaboration Support

- Develop content for seasonal campaigns such as Sip & Savour, 10 Ways to Play, 3-Day Getaway, and Embrace the Elements.
- Collaborate with local businesses and creators to amplify Squamish's story.
- Support media visits and influencer collaborations with tailored digital content.
- Ensure all campaign messaging balances promotion with stewardship, highlighting sustainable practices and community values.
- Coordinate with Destination BC and Sea to Sky partners to align messaging and cross-promotion.
- Collaborate respectfully with Skwxwú7mesh Úxwumixw partners, following cultural protocols where appropriate.

Analytics & Performance

- Track and analyze digital performance, preparing regular reports with insights and recommendations.
- Define and report monthly on KPI's including engagement rate, saves, shares, CTR to member listings, traffic to exploresquamish.com, and conversion to partner sites; run A/B tests and summarize learnings.
- Stay current with digital marketing trends and best practices.

Brand Alignment & Consistency

- Ensure all content reflects Tourism Squamish's brand voice, visual identity, and messaging.
- Work closely with the Communications & Stakeholder Relations Manager to maintain consistency across consumer and industry-facing channels.
- Organize and maintain digital assets, ensuring content is accessible and properly tagged for future use

The Ideal Candidate

- A gifted storyteller with strong writing and visual skills.
 - Someone who can craft narratives that resonate with diverse audiences
 - Skilled across a broad range of digital tools and platforms including: Canva, Adobe Creative Suite, CapCut, InShot, and social scheduling/analytics tools.
 - Strategic thinker who can translate metrics into actionable insights.
 - A community builder who actively monitors social media conversations, responds thoughtfully, nurtures a sense of connection, and helps foster brand loyalty.
 - Trend-aware, adaptable and proactive in experimenting with new formats.
 - Collaborative by nature, working smoothly with internal stakeholders in marketing, communications, membership, and media, as well as with external partners including local businesses and creators, ensuring that content aligns with broader campaign strategies.
 - Passionate about tourism, community engagement, and place-based storytelling.
 - Lives in Squamish and has a deep familiarity with local tourism experiences, businesses, and outdoor recreation opportunities.
 - Brings authentic knowledge of Squamish's culture, community, and values, and can translate that into engaging content.
 - Understands and values destination stewardship, with the ability to weave responsible tourism messaging into content and campaigns.
 - Flexible and willing to work occasional evenings and weekends to support events, media visits, and campaign activations.
 - Minimum 3 years of experience in social media management, digital content creation, or marketing, ideally within tourism, hospitality, or community-focused organizations.
 - Valid BC driver's license; able to travel locally for content capture.
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Wage & Benefits

- Salary: starting from \$60,000 annually (depending on experience).
- Extended health and dental benefits.
- Flexible "Flex Friday" schedule.
- Professional development opportunities.
- Cell phone allowance.
- Flexibility to work occasional evenings and weekends as required.

HOW TO APPLY

If this sounds like a great fit for you, we'd love to hear from you! Please send your resume and cover letter, along with 3 - 5 links to recent social / video work and a brief note on your role in each. Address Lesley Weeks, Executive Director, at lesley@tourismsquamish.com. Applications will be reviewed as received; only successful applicants will be contacted for an interview.