



Social Media and Promotions Coordinator

The Social Media and Promotions Coordinator is responsible for capturing the spirit of the annual Hants County agricultural exhibition through compelling photography, video, and written content. This role is perfect for someone who enjoys storytelling, digital content creation, and engaging with online communities. It plays a key part in showcasing the event across social media platforms to engage the community and grow the exhibition's digital presence. This is an opportunity to build a portfolio of real-world content.

Key Responsibilities

Content Gathering & Creation

- Conduct interviews with farmers, vendors, exhibitors and fair-goers to capture compelling and authentic stories and testimonials that reflect the event's impact
- Work with our event sponsors to create engaging content that showcases their support and on-going commitment
- Attend set-up days and pre-exhibition events to capture behind-the-scenes moments that can be used for promotional purposes

Social Media & Website Management

- Work with the General Manager to schedule content across HCEX platforms and introduce new platforms that appeal to a wider demographic
- Monitor social media channels, respond to comments/messages, and track engagement
- Help maintain website content and ensure information is up to date

Qualifications

- Currently enrolled in a post-secondary program in marketing, communications, business, design, or a related field
- Strong communication skills
- Familiarity with social media platforms and current digital trends
- Basic design and/or video editing skills
- Comfortable working independently and managing multiple tasks
- Creative thinker with an eye for detail
- Ability to work flexible hours, including occasional weekends and evenings
- Must commit to both weekends in September for the Exhibition (September 18-20 & 25-27)