



## Wings Over Windsor

### Internal/External Position Posting

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**Position:** Social Media Manager – Instagram/Facebook

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**Position type:** Voluntary

**Location:** Windsor, Ontario (Remote with in-person obligations)

**Reports To:** Director of Marketing

**Note:** Interested candidates are invited to submit their application consisting of a resume and cover letter in confidence via email to Wings Over Windsor at [info@wingsoverwindsor.com](mailto:info@wingsoverwindsor.com).

We thank all those interested in the position, however, only those considered for the position will be contacted.

Wings Over Windsor is an equal opportunity organization, and all qualified applicants will receive consideration for the position without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, provincial, or local laws.

Wings Over Windsor will attempt to provide reasonable accommodation for a known disability for an applicant if requested.

#### **General Statement of Duties:**

Wings Over Windsor is seeking a Social Media Manager to facilitate and contribute to growth on our Instagram and Facebook platforms. Our ideal candidate has an in-depth knowledge of both platforms and knows how to optimize content and drive engagement on those platforms. The candidate will create and consistently review social media strategies, work with producers, performers, and content creators to brainstorm ideas and optimize for social media. You will play a role in getting our brand goals and organizational mission across to fans and audiences.

#### **Qualifications:**

- 2+ years of experience working in a social media or community management role
- Currently enrolled in a post-secondary program specializing in marketing, content, production or other forms of media (considered an asset)
- Deep understanding of how audiences and fans interact on these platforms and/or are creative on those platforms
- In depth knowledge of Instagram and Facebook's platform behaviors and mechanics as well as the ability to interpret analytics and data
- Ability to help develop and execute a social media strategy for all Wings Over Windsor brands across all Instagram and Facebook channels

- Strong leadership and communication skills, including the ability to work with senior leaders across all departments of the company
- Ability to set goals, track progress and adjust accordingly if goals are not met
- Have an unwavering thirst for all trends and new features on Instagram and Facebook
- Can be outward facing with partners at Instagram and Facebook to advise on growth opportunities and strategies
- Ability to think creatively in a fast-paced environment
- Ability to self manage and prioritize appropriately
- Good editorial judgment and creative and critical thinking skills are required

**Description of responsibilities:**

- Create a social media strategy with a focus on driving fan engagement and building communities for all Wings Over Windsor brands on Instagram and Facebook
- Work with producers, performers, and content creators to brainstorm ideas and assets optimized for Instagram and Facebook
- Create a playbook for social media producers on ways to best optimize content for Instagram and Facebook
- Work with leadership to set and track goals for audience growth and engagement
- Collaborate cross-departmentally on pre and post-sale planning and reporting for social campaigns, including big organizational initiatives
- Track content performance and apply actionable insights

**Working with Wings Over Windsor**

As a start-up non-profit organization, as the organization grows – so do you. Not only will you meet and surpass new challenges, but you will have the opportunity to get involved and make a real difference in the community. Air Shows are not only fun, entertaining, and exciting but also an excellent chance to interact with the community, performers, fans, and staff that make the industry so special.

At our organization, we make sure all voices are heard, all differences are valued and all people are treated fairly. You take pride in knowing your input and uniqueness are not only embraced but encouraged to deliver an unforgettable experience for our fans.

Teamwork makes dreams work. In the Air Show industry, this statement holds true. You will have to chance to work with everyone in the organization, experience and learn new things and evolve professionally.

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Signed,



CEO, Wings Over Windsor