



Wings Over Windsor

Internal/External Position Posting

Position: Social Media Manager – TikTok

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.

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 TikTok platform. Our ideal candidate has an in-depth knowledge of TikTok and knows how to optimize content and drive engagement on the platform. The candidate will create and consistently review social media strategies, work with producers, performers, and content creators to brainstorm ideas and optimize for TikTok. You will play a role in getting our brand goals and organizational mission across to fans and audiences.

Qualifications:

- 2+ years of 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)
- Previous experience running a brands TikTok channels will be considered an asset in selection process
- Deep understanding of how audiences and fans interact on and creative on TikTok
- In depth knowledge of TikTok'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 the Wings Over Windsor TikTok channel

- Strong leadership and communication skills, including the ability to work with senior leaders across all departments of the organization
- 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 TikTok
- Can be outward facing with brand partners 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 Wings Over Windsor on TikTok
- Work with producers and creators to brainstorm ideas and assets optimized for TikTok
- Create a playbook for social media producers on ways to best optimize content for TikTok
- 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 organization 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