



Social Media & Digital Marketing Coordinator (Part-Time) Job Description

Overview:

Join the vibrant and community-focused Millarville Racing & Agricultural Society (MRAS). MRAS maintains facilities for sponsored events such as the renowned Millarville Farmers' Market, Millarville Christmas Market, Canada Day Races, Priddis & Millarville Fair, an active Equine program, and a seasonal Campground. Our facilities are also available for third party rentals. We are seeking a creative and organized Social Media and Digital Marketing Coordinator to lead our storytelling across Facebook, Instagram and digital media. This role is perfect for someone passionate about local events, and community engagement.

Key Responsibilities:

- Plan, create, and schedule engaging content for Facebook and Instagram to promote all MRAS events and activities on 6 Facebook and 2 Instagram channels.
- Collaborate with staff, volunteers, and event organizers to gather information, testimonials, and content ideas. This includes working with volunteers managing digital content for specific events and/or activities through guidance on media and brand guidelines.
- Capture and curate high-quality photos and video content at events and during setup/prep to showcase the behind-the-scenes energy of our organization.
- Write compelling captions, highlight community involvement, and use hashtags strategically to increase reach and visibility.
- Monitor, respond to, and engage with followers in a timely and friendly manner.
- Connect with followers and potential followers by cross-posting between channels, following and commenting on other relevant channels.
- Develop and maintain a social media content calendar.
- Track analytics and provide monthly insights on engagement, reach, and performance to support continuous improvement.
- Ensure alignment with brand voice, values, and rural identity of the Ag Society.

Qualifications:

- Demonstrated experience managing social media for an organization, business.
- Strong writing skills and an eye for engaging, visual storytelling.
- Photography and basic video editing skills (smartphone proficiency is acceptable).
- Ability to work flexible hours, including weekends or evenings for event coverage.
- Familiarity with Meta Business Suite or other scheduling tools an asset.
- Enthusiastic, self-directed, and community-minded.
- Ability to work independently and collaboratively.
- Understanding of current social media trends and audience engagement strategies.

Compensation:

Hourly wage: \$22–\$25 per hour, commensurate with experience. Flexible schedule. Remote work permitted with in-person presence required at key events. Anticipated effort of up to 30 hours per week.

How To Apply:

Submit your resume, a short cover letter, and a sample portfolio of social media content or pages you've managed to MRAS Operations Manager ops@mras-track.com.