

CYCA Social Media Ambassador - Job Posting

Open for Applications for the 2020-2021 Curling Season

INTENT:

The successful applicant is expected to complete a one-year term as the CYCA Social Media Ambassador (SMA). The objective is to engage through social media with the curling community. More specifically to promote: CYCA events, U15/U18/U21 Curling in Southern Alberta and share curling's 'hot topics'.

The SMA shall communicate through social media including (but not limited to): Twitter, Facebook, and Instagram. Target audience includes current/past/potential youth curlers, parents, coaches, students, teachers, competitive curlers, recreational curlers, fans, curling club staff and any others interested in youth curling.

It would be preferred that the candidate be a current member of junior curling.

RESPONSIBILITIES TO THE ROLE:

- Be aware of and communicate upcoming CYCA programs and events
- Work closely with the CYCA Coordinator / Facilitator and Web-master to be sure events are out and published on time.
- Be aware of and communicate junior curling activities in the Calgary area or involving Calgary area curlers in both gender categories
- Support and encourage the junior curling community with information, tips, etc
- Communicate with members in a supportive and encouraging manner to promote curling.
- Use appropriate language & tone for young people and families

SPECIFIC TARGETS TO ATTAIN:

Facebook- Likes: 292 Target by end of contract: 325

Twitter- Followers: 413 Target by end of contract: 430

Instagram- Followers: 162 Target by end of contract: 200

- Connect with a minimum of 60% of current Sunday League participants/families
- Minimum of 3 posts monthly (between all 3 platforms)
- Attend minimum of 1 CYCA Board meeting in each the Fall (Sept – Dec 2020) and Spring (Jan – April 2022)

Upon successfully fulfilling the criteria outlined for the position of SMA the applicant will receive an honorarium in the amount of \$500.00 at the end of their term as Social Media Ambassador (SMA).

Please submit your resume to curl@cyca.ca .