



South Canadian Rockies Tourism Association (SCRTA)

Job Opportunity: Social Media Manager

SCRTA is the destination management organization for a region in southwest Alberta that includes Castle Provincial Parks, Pincher Creek, and Crowsnest Pass. The organization works with tourism operators, partners, and stakeholders to grow balanced tourism experiences across the South Canadian Rockies.

SCRTA is seeking a skilled Social Media Manager to lead the organization's social media presence and strengthen audience engagement through strategic content development, platform management, and performance analysis. This role is responsible for maintaining a strong and consistent brand voice while using metrics, analytics, and audience insights to improve reach, engagement, and results. The position could be considered a part-time contract (approximately 25 hours/month, Mon.-Fri.) and is primarily remote, though the ideal candidate will live in or around the SCR region. Some in-person stakeholder/member work is required. The Social Media Manager will work directly with the Marketing & Promotions team as well as the Executive Director and Special Projects Coordinator. *Start Date: No later than June 1, 2026. (Onboarding to commence in May)*

Position Summary

The Social Media Manager will oversee SCRTA's digital storytelling and social presence, capturing and sharing the authentic experiences, people, and landscapes that define the South Canadian Rockies. This role goes beyond content scheduling - requiring strong creative instinct, an understanding of tourism audiences, and the ability to translate on-the-ground experiences into compelling digital narratives that drive interest, visitation, and regional pride.

Experience with: Meta Assets (Including Ads Manager), Google Assets (Ads, GA4 and Looker Studio), Youtube, SEO and Wordpress.

Key Responsibilities

- Lead SCRTA's social media strategy, content planning, and day-to-day channel activity, including responsiveness to messaging.
- Develop and maintain a consistent, high-quality content calendar aligned with seasonal tourism priorities and initiatives.
- Create, curate, and publish compelling multimedia content aligned with SCRTA's brand standards and marketing priorities. This includes some on-the-ground work with SCRTA's membership.
- Build and engage online communities by monitoring comments, messages, mentions, and audience interactions in a timely and professional manner.
- Plan and execute organic and paid social media campaigns for regional initiatives, events, and promotions.
- Use analytics and performance metrics to evaluate content effectiveness, identify trends, and recommend improvements to increase reach, engagement, follower growth, and conversions.
- Prepare regular reports and insights summaries for internal leadership and board-level review.
- Collaborate with staff, members, partners, and external contractors to gather content, coordinate campaigns, and ensure strong representation of the region.

Qualifications

- Demonstrated experience managing social media accounts for an organization, brand, tourism entity, or destination.
- Strong understanding of content strategy & development, copywriting, visual storytelling, campaign planning, and audience engagement.
- Proven ability to interpret social media metrics and analytics and translate data into actionable recommendations. (Experience using social media management, scheduling, reporting, and analytics tools.)
- Excellent written communication, organization, and time-management skills.
- Ability to work independently, manage multiple priorities, and maintain consistency in brand voice and quality.
- Video editing, graphic design, or paid social advertising experience is considered an asset.

What Success Looks Like

Success in this role means creating content that feels authentic to the region, resonates with audiences, and consistently drives engagement, reach, and interest in the South Canadian Rockies. It also means building a recognizable and trusted digital presence that reflects the character of the region while balancing the needs of stakeholders and membership of the organization.

Strong performance includes the ability to identify what content works, why it works, and how to evolve that strategy over time.

To apply, please forward resume and cover letter to info@southcanadianrockies.ca, Subject Line: Application to Social Media Manager Position. Intake period closes May 14, 2026 by 4:30pm.