



## Social Media Coordinator

**Organization:** Football BC  
**Employment Type:** Fixed-Term (Canada Summer Jobs)  
**Schedule:** 30 hours/week  
**Duration:** (8 weeks)  
**Location:** Remote + on-site at games/events  
**Start Date:** Flexible between: May 11<sup>th</sup> and June 1<sup>st</sup>

### Application Deadline

Applications will be reviewed on a rolling basis. We encourage early submission as we aim to fill this role quickly.

### Eligibility (Canada Summer Jobs Program)

To be eligible, applicants must:

- Be between 15 and 30 years of age
- Be a Canadian citizen, permanent resident, or protected person
- Have a valid Social Insurance Number (SIN) and be legally entitled to work in Canada

### Compensation

\$25.00/hour

### Role Overview

The Social Media Coordinator supports the organization's mission by managing and growing its social media presence. This role focuses on highlighting youth athletes, promoting programs and events, and engaging families, coaches, and the community through positive, inclusive, and inspiring content.

### Key Responsibilities

- Create, schedule, and publish content across social media platforms
- Share game day highlights, athlete features, and community stories that celebrate participation and development
- Provide live or near-live updates during tournaments, events, and key activities
- Develop engaging content including photos, short-form videos, graphics, and captions
- Maintain a consistent, family-friendly voice that reflects the organization's values
- Engage with parents, athletes, and community members by responding to comments and messages
- Collaborate with coaches, staff, and volunteers to gather content and stories
- Promote registration periods, programs, camps, and special events
- Support sponsors and partners through social media recognition and campaigns
- Track and report on social media performance and growth
- Maintain a content calendar aligned with the sports season



### **Qualifications**

- Diploma or degree in Marketing, Communications, Sports Management, or related field (or equivalent experience)
- 1–2 years of social media or content creation experience (youth or community sports preferred)
- Strong understanding of major social media platforms and current trends
- Passion for youth sports, community engagement, and athlete development
- Experience with content creation tools (Canva, CapCut, Adobe Creative Suite, etc.)
- Basic photography and video editing skills

### **Working Conditions**

- Combination of remote work, community venues, and outdoor facilities
- Evening and weekend work required
- Occasional local travel for events and partnerships

### **About Football BC**

Football BC is the provincial governing body for football in BC. Our organization is dedicated to growing the sport while promoting inclusion, community engagement, and accessible programming across the province. Football BC aims to govern, develop, and grow the sport of football throughout BC by delivering quality competitions, creating commercial value, increasing participation, and advancing athlete development while maintaining high standards of integrity. We focus on building a sustainable foundation for future generations through coaching and officiating education.

### **How to Apply**

Please send your resume and cover letter to:

Keith Ryan  
Executive Director  
Football BC  
[executivedirector@bcpfa.com](mailto:executivedirector@bcpfa.com)