



Social Media Coordinator

(Part-time, Contract)

About ChamberFest West (CFW)

Artistic excellence is the foundation of our festival. Each summer, CFW presents an intensive chamber music festival in various venues featuring renowned local, Canadian and international musicians to create original, engaging musical experiences around a unique and immersive theme. Together with our audience, we form a community we call the “chamberhood” — a week-long experience that builds and nurtures a deep family-like connection between musicians and audiences of all ages and backgrounds.

ChamberFest West was founded as a charitable society in Calgary 2021 and is guided by co-artistic directors Diana Cohen and Roman Rabinovich. Diana is concertmaster with the Calgary Philharmonic and Roman is an acclaimed concert pianist who has performed in the world’s greatest halls and with some of the most exciting musicians on the scene. The organization also includes a General Manager, a number of contracted positions, and a volunteer board.

Position Overview

ChamberFest West (CFW) seeks a socials-savvy music lover to help promote and share this year’s Shoulder Season (May 8, 2025) and summer festival (July 14-19, 2025) for a 6-month term (March-August).

The ideal candidate is passionate about digital marketing, is highly organized, and has a flair for crafting compelling content to drive engagement and build brand awareness.

The Social Media Coordinator reports directly to the Director, Marketing and Communications with three main accountabilities in support of three key strategies:

Registered Charitable Organization #763159746 RR0001

ChamberFest West Society | Box 119, 919 Centre Street NW | Calgary, AB T2E 2P6

info@chamberfestwest.com / www.chamberfestwest.com

1. Advise on, implement and guide social media strategies toward ticket sales, stakeholder engagement, and audience diversification
2. Content creation and digital design
3. Social media analysis and reporting

Tasks and Responsibilities

- Manage and curate the organization's social media accounts (Facebook, Instagram, YouTube), including creating and scheduling posts, responding to comments, and fostering audience engagement.
- Develop and maintain a content calendar to ensure consistent and timely delivery of social media content.
- Analyze social media metrics and provide reports with actionable insights for improving performance.
- Collaborate with the General Manager and Marketing Director to create engaging multimedia content, including graphics, videos, and written posts.
- Monitor industry trends and competitor activities to identify new opportunities for marketing strategies and social engagement.
- Support the marketing team in administrative tasks, including maintaining files, preparing reports, and coordinating marketing activities.

Must Haves

- Proven experience in social media management and/or digital marketing.
- Excellent written and verbal communication skills, with the ability to adapt messaging for different platforms and audiences.
- Proficiency in social media platforms (e.g., Instagram, Facebook, YouTube) and scheduling tools (e.g. Buffer).
- Basic graphic design skills and familiarity with design tools like Canva or Adobe Creative Suite.
- Strong organizational skills with the ability to prioritize tasks and meet deadlines.
- Analytical mindset with experience using social media analytics and reporting tools.

- A proactive attitude, creativity, and a passion for storytelling and branding.
- Availability to work evenings and weekends during Festival week, including attending concerts and rehearsals, for live posts
- A passion for the arts!

Nice to Have

Possess a degree or diploma in marketing, communications or digital content and design from an accredited program, and/or a minimum of 3 –5 years & comparable work experience.

Terms

- 6-month assignment (March/April - August/September) averaging 10 hours/week at \$22/hour; total contract \$5,500 maximum.
- Variable schedule with concentration of work during the period leading up to and during the Festival week.
- Remote work environment, some attendance at rehearsals and concerts required.

To Apply

Interested candidates can submit their resume, in confidence, to admin@chamberfestwest.com with “Social Media Coordinator” in the subject line

Candidates are invited to inquire if more information is required prior to applying.

CLOSING DATE: February 28, 2025

We thank all applicants for their interest. Only those selected for an interview will be contacted.

At ChamberFest West, we are dedicated to building a diverse and inclusive organization that recognizes and values segments of the community historically underrepresented in the chamber music world — so if you are excited about this role, please apply! Excitement and passion for music can go a long way so you may be just the right candidate for this or other roles with us.