

Weird Canada :: Intern :: Social Marketer

Summary

The Social Marketer is responsible for marketing Weird Canada along various social media channels. To this end they will promote new content on Twitter, Facebook, MySpace, Stumbleupon, Digg, and other social networking websites, and liaise with the artists whose media has been posted on the website to ensure that all Weird Canada content achieves the greatest reach. They will also work closely with the Editor in Chief to design, document and compile various marketing related experiments and metrics (page-views, track backs, page-depth, etc.) to ensure the site is optimized for the best user engagement and reach.

The ideal candidate will have a strong passion for online media, journalism, music, and fringe-culture. Attention to detail, strong communication skills, experience with an online Content Management System (WordPress, Drupal, Joomla, etc.), and basic knowledge of HTML, PHP, CSS, and Javascript will be considered assets.

The Social Marketer reports to the Editor in Chief.

Duties

- Schedule and market new content on the Weird Canada Facebook Page and Group.
- Schedule and market new content on Twitter.
- Schedule and market new content on MySpace and, if applicable, on an artists' MySpace page.
- Submit new content to StumbleUpon, Reddit, Digg, and other aggregation sites.
- Compile reports on performance of various social networking sites.
- Create and execute various marketing experiments.

Weird Canada is an equal opportunity "employer."

Aaron Levin
Founder // Editor in Chief
Weird Canada
e: aaron@cantorrecords.com