

# **WEST END EVENTS COORDINATOR (Social Media)**

**35 hours per week (Term until August 28, 2026)**



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## **JOB DESCRIPTION**

*Updated as of April 29, 2026*

### **POSITION**

The West End Events Coordinator (Social Media) is an exciting role focused on developing and executing a strategic social media presence for summer programming in the West End. In this position, the coordinator is responsible for creating and implementing content plans that promote events, capture on-the-ground moments and engage local audiences across platforms. This includes real-time coverage, storytelling and identifying creative ways to highlight the neighbourhood and its businesses.

As a secondary function, the Events Coordinator (Social Media) supports the planning and execution of the West End BIZ's event schedule. Events take place primarily outdoors and vary in size, requiring flexibility, creativity and a hands-on approach. Programming may include musical performances, participatory art, small festivals and other community-focused activities.

The position offers valuable experience in both digital marketing and event coordination within a community and tourism-focused environment.

### **REQUIRED QUALITIES**

The ideal candidate is a creative and enthusiastic individual with a strong eye for detail and organization. They bring a positive, engaging approach to their work and are confident building relationships with local organizations, businesses and community members. A self-starter with strong problem-solving skills, the coordinator is motivated, reliable and comfortable managing multiple priorities in a fast-paced environment.

This role requires someone who can work both independently and collaboratively, taking initiative to develop content, support promotional efforts and contribute to the overall success of summer programming. The successful candidate demonstrates strong communication and public relations skills, paired with a professional yet approachable demeanour, and a genuine interest in creating meaningful, enjoyable experiences for the community.

### **QUALIFICATIONS**

Must be comfortable working outdoors for long stretches in all weather. Must be able to clearly write and communicate. Previous experience in small and medium-sized event organizing and planning is beneficial. Related education is an asset. Familiarity with West End neighbourhoods and community is an asset.

### **REPORTING**

Reports directly to the Communications and Marketing Coordinator. All staff positions are ultimately responsible to the Executive Director. The position works in a team environment with BIZ staff.

### **MAIN AREAS OF RESPONSIBILITY**

- Develop and implement a social media strategy for summer event promotion.
- Promote West End events and tours on social media.
- Assist in brainstorming & planning of summer social media coverage and events.
- Research, write and pitch relevant West End stories to local news organizations.
- Coordinate, develop and implement events (as assigned) to completion.
- Partner with applicable organizations to support and plan events.

### **OTHER**

Paid training. Uniform provided. Full kitchen facilities. Fun and supportive work environment.

**HOURS OF WORK / WAGES**

35 hours per week, Start Date - Aug 28. Rate of pay is \$17 per hour. In the summer, work weeks will have some flexibility, but 5 days per week including Saturdays is required.

**TO APPLY**

Please submit cover letter and resume to the West End BIZ by e-mail ([braydon@westendbiz.ca](mailto:braydon@westendbiz.ca)), or in person at 621 Erin Street, Monday through Friday, between the hours of 9:00 am and 4:30 pm.

***Note: All positions are subject to available BIZ funding.***

**West End BIZ:** 621 Erin Street, Winnipeg MB R3G 2W1  
Phone number: (204) 954-7900 website: [www.westendbiz.ca](http://www.westendbiz.ca)