

JWR (James Wegg Review) Inc.

Social Media Community Coordinator

Job Description

Do you tweet, use Facebook and surf other social media outlets daily? Do you enjoy the interaction and happy to see on-line interest in ideas, discussions and events grow astronomically? Do you take pride in customer service excellence and have an entrepreneurial spirit? Do you have a passion for performing arts and independent film?

We seek a highly motivated individual with strong social media experience and desire to bring [JWR \(James Wegg Review\)](#) to the next level of .prominence in Canada and around the world, one new reader at a time. To begin, this position will be a part-time, hourly paid contract with verifiable performance targets and the possibility of growing into a full-time position.

Since 2001, **JWR** has striven to be “your independent global view of performing arts and film.” From a modest, static-page beginning, the site now has completed the transition to a dynamic, database-driven design. 1,300 articles and reviews on a wide variety of subjects and interests are readily accessible. Over 10,000 individuals, nearly 1,200 organizations from 107 countries populate **JWR’s International Directory of Performing Arts and Film**. Its **Calendar of Events** is being further developed to provide visitors with a **Cultural Tourism Trip Planner**, allowing them to select dates, “passions” and locations then be presented with an array of choices that cross all artistic boundaries. The recently launched **Adopt an Arts Organization™** program will become a major revenue driver as savvy businesses adopt” an arts organization that complements their corporate culture or products and services.

The successful candidate will bring the world’s attention to specific pages, initiatives and events. Success will be measured not only by increased traffic, but higher conversion rates.

Qualifications and Experience

- Has a bachelor’s or associates degree in music, advertising, marketing, graphics, web development, communications, English, IT, music, theater, anthropology, history or related
- Excels at research, possesses superior writing skills and the ability to crank out captivating copy that will engage and encourage others to visit **JWR** for specific reasons (e.g., a review of the recently restored *Metropolis* science fiction classic or a one-day only discounted ticket to the Toronto Symphony Orchestra or the details of a museum opening that will feature the works of Andy Warhol ...)
- Has work experience or training in advertising, PR, online marketing or similar field
- Dedicated to blogging and use of Facebook

- Demonstrated creativity and documented immersion in social media
- Demonstrated ability to follow a marketing strategy and then drive that strategy to its fullest potential
- Ability to jump from the creative side of marketing to its analytical side, and interpret related statistics
- Understands the social media universe including YouTube, StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, etc.... We're looking for a social media addict who maintains a personal mix of participatory expertise from among these channels
- Has excellent verbal and written communication skills and an ability to work individually on a project or in a team environment
- Is eager to meet and exceed objectives and take on more responsibility
- Brings to the position outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines

Essential Duties and Responsibilities

- Interact with **JWR** visitors and customers to align their needs with our corporate objectives
- Be the eyes and ears of our the **JWR** brand; monitor/direct content on its Facebook and Twitter pages as if your own reputation depended on it
- Create, copy or forward content for feeds and snippets in various social media sites
- Participate in social media, as yourself and white hat avatars, on our behalf
- Contribute to link-building campaigns, coordinated with all facets of our business
- Cultivate new customers for **JWR** listing programs—especially **Adopt an Arts Organization**[™] (commissions are paid for each successful referral)

Please send résumé and hourly wage expectations to
jamesweggreview@bellnet.ca

In your cover letter please provide a general approach to the following scenario:

At the end of each year, **JWR** selects highlights across all categories of its review pages (click here for [JWR Year-end Best 2009](#)). Using your social media skills, how would you draw attention to these achievements and drive traffic to the site?

December 22, 2010