

Tundra North Tours
Inuvik, Northwest Territories
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SOCIAL MEDIA AND VIDEO PRODUCTION MANAGER – JOB DESCRIPTION

Tundra North Tours is an Inuvialuit and Gwich'in owned tour company located in Inuvik, NT. It is our mission to provide visitors from all over the world with an authentic experience of the unique atmosphere and culture of our home in Canada's North. Currently, Tundra North Tours is building Okpik Arctic Village located 16 km outside of Inuvik (accessible by ice road in winter or boat in summer). We are also preparing for multiple tour groups to join us this spring and summer.

The successful candidate must be digitally-savvy in order to oversee Tundra North Tour's social media including Facebook, Instagram and YouTube. This position is all about adaptability, organization, and being able to work in a dynamic environment - one day you might be filming a video at the Arctic Village and the next day you might be answering social media messages, planning posts or editing a video at the office.

Requirements

- Plan and execute social media posts for Facebook, Instagram and YouTube
- Plan, execute and edit videos for social media including for YouTube web series and Instagram Reels
- Develop a social media strategy to increase engagement and connections
- Develop new and creative ways of communicating with our existing audience
- Respond to customer and social media inquiries as required
- Provide copy for all social media posts
- Available to work weekends if necessary

Qualifications

- Proficient with various photography and videography equipment
- Strong customer service skills
- Attention to detail, organized, efficient, able to work by yourself and as a part of a team
- Experience in videography, video editing, photography

- Ability to focus and work efficiently in a demanding, fast-paced environment
- Strong interpersonal, communication skills both written and oral and ability to work with all levels of staff and management
- Strong copywriting skills with experience writing for social media, email marketing, newsletters and other digital platforms
- Keeps up to date with current trends, media and technology

Assets

- Experience filming and video editing
- Experience in Adobe Lightroom, Photoshop
- Experience in marketing
- Experience working with Indigenous communities

Pay - \$18/hour