

# HONENS CAREERS

## SOCIAL MEDIA COORDINATOR ROLE DESCRIPTION

Monday 27 April 2025

Headquartered in Calgary, AB, Honens is Canada's international piano competition. The triennial event, considered one of the most prestigious of its kind in the world, awards its Gold Laureate \$100,000 CAD as well as a three-year comprehensive, customized Artist Development Program which, through opportunities for holistic growth and global exposure, helps to navigate the rigours and realities of establishing a career in classical music. In addition to community initiatives, the annual Honens Festival features a balance of ticketed and free, community-based concerts and events which highlight an impressive roster of local, national, and international artists and is programmed to engage audiences of all ages, orientations, backgrounds, and levels of musical sophistication.

The Social Media Coordinator supports the Marketing and Communications department with content creation, e-newsletter writing, and management of Honens social media channels in alignment with Honens' values of excellence, creativity, integrity, belonging, and collaboration in all areas of activity. This role is a full-time position reporting to the Communications Manager and Marketing Manager.

### RESPONSIBILITIES

- Create a content calendar that identifies opportunities for curated content including holidays, industry-related news and events, other piano-related stories, etc.
- Develop an optimal posting schedule for all Honens social media channels, considering traffic and engagement metrics.
- Craft compelling, fresh, and innovative text, image, and video content that is consistent with Honens brand standards, designed to engage and grow audiences and promote brand awareness.
- Actively facilitate and respond to online conversations and comments from patrons and social media users across all Honens social media channels, fostering a strong community of online supporters.
- Identify and maintain collaborative relationships with Honens partners including but not limited to:
  - Arts organizations,
  - Community partners,
  - Sponsors and supporters, and
  - Past and present Laureates.
- Work collaboratively with the Marketing and Communications department in setting targets for growth across all Honens social media channels.
- Monitor insights across all Honens social media channels to track follower growth, likes / comments, reach and impressions, and audience demographics.
- Draft weekly e-newsletters in line with content calendar and Honens activities, as well as monthly location-specific newsletters (ie. Canada West, Canada East).
- Track newsletter engagement (open rate, click-through, unsubscribes) and optimize as needed.

## QUALIFICATIONS & KEY ATTRIBUTES

- Degree or coursework in marketing, communications, or public relations an asset.
- Social media or digital marketing certifications an asset.
- Experience with Adobe Creative Suite or other design tools an asset.
- Strong proficiency with Microsoft Office in an Apple environment
- Creative, community-minded, and highly organized.
- Able to work under pressure and meet deadlines.
- Collaborative team player with strong communication skills.
- Interest in classical music an asset.

## TERM & COMPENSATION

This position is funded through the Canada Summer Jobs program and offers an opportunity for youth to gain meaningful work experience in a hybrid role based in Calgary. The details and eligibility requirements for this placement are outlined below.

**Wage:** \$21.00/hour

**Term:** 16 weeks, with an anticipated start date of Monday 1 June 2026

**Hours:** 37.5 hours/week

**Eligibility:** Applicants must meet all of the following criteria:

- Be between 15 and 30 years of age at the start of employment
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred
- Have a valid Social Insurance Number at the start of employment

## DEADLINE TO APPLY

Friday 15 May 2026

## HOW TO APPLY

To apply, [click here](#). Applications will be reviewed upon receipt and candidates may be contacted before the deadline.

We thank all those interested in working at Honens, but only those selected for interviews will be contacted.

## KEY DATES

**2026 Honens Festival:** 10 to 13 September 2026