

**The Alberta World Cup Society (AWCS) is looking for a social media contractor.**

**Through our social media accounts (Facebook, Instagram, X) we are trying to:**

- Raise awareness of the AWCS and its mission, vision and values, supporting cross-country ski athletes, coaches and officials in Canada
- Raise awareness of Academy training options and its many athletes - a focus on our team atmosphere, showcasing all members of our team and their diverse accomplishments.
- Thank our sponsors and partners in a meaningful way, helping our followers to connect with them and vice versa. Social Media presence directly impacts sponsorship fulfilment, and our ability to gain new partners / sponsors.
- Raise awareness in the ski community and general audience to get to know our Canadian athletes and the sport of cross-country skiing.
- Increase our Social Media and community footprint / gain new followers.
- Feature and thank our staff during the racing season.
- Hold contest(s) to increase activity in our accounts.
- Highlight the beauty and the exceptional quality of our training and racing venues, specifically Calgary and Canmore, and share information about our university facilities when possible.

**Social Media Contractor Duties:**

- Content creation and posting for all Social Media channels relating to Academy and Society operations, in English and French, to support the National Development training aspect of the Academy.  
Explicit content creation such as team photo shoots and media assignments for races or training camps need prior approval from the General Manager (GM) and Program Director (PD), and will be remunerated separately as funds become available. Explicit content creation does not form part of this agreement.
- Research of content, photos and videos, actively collaborating with Athletes to solicit content (photos, stories, achievements) as per their contract to share and raise their profile and to enable authentic, athlete-focused storytelling through our media channels.
- All posts to social media channels must be approved by the GM or PD before going live.  
In the absence of the GM, the PD will approve posts.
- Monitoring of Social Media posts and stories related to the Academy program.  
Adjusting of social media schedules and content as necessary.  
Collaborate with the GM and PD to ensure content, tone and image presented on Social Media Channels is consistent with AWCS Values and is in support of the Academy program. This pertains to AWCS posts as well as shared content.
- AWCS Values include
  - No promotion of drugs and alcohol
  - No promotion of illegal activities
  - No promotion of inappropriate language or behaviour
- Deliverables:
  - a. During race season: two to three Academy posts per week with a recap of results from the weekend on Mondays, latest Tuesdays. One to two stories on Instagram.  
Outside of race season: one to two Academy posts per week, and one story on Instagram.
  - b. Repost of training-related stories from athletes (implicit approval from athletes when the posts are training related. Permission is needed to repost / share any other private posts from athletes).
- Upload above-mentioned content to the AWCS Team Google photo account, in conjunction with the GM, share the content with athletes to be used for their own promotional purposes.