

Social Media Content Coordinator

Fat Ox of Banff & Rose & Crown Banff

Creative Restaurants Group

Position type: Part-time

Hours: 16 hours per week

Rate: \$22-\$24/hour (based on experience)

Location: Banff (preferred) or Canmore — local candidates only, no exceptions

Work style: Hybrid (on-site content capture + off-site editing/scheduling)

Start: ASAP

About the Role

Creative Restaurants Group is hiring a Social Media Content Coordinator to support The Fat Ox Banff and The Rose & Crown Banff.

This role is ideal for someone who truly lives the Banff lifestyle — skiing, riding, hiking, hospitality and après — and instinctively knows how to translate that energy into compelling social media content. Our restaurants are woven into the rhythm of mountain life: early ski days, golden-hour patios, lively nights, and community-driven events.

This is a hands-on, on-site content role that requires initiative, confidence, visual awareness, and schedule flexibility. You will be trusted to identify moments worth capturing, show up when it matters most, and tell stories that feel authentic, appetising, and alive.

Key Responsibilities

Content Creation & Capture

- Capture high-quality photo and video content on-site at both locations
- Attend and document key events, activations, and peak service periods
- Create Instagram-first content (Reels, Stories, Posts), followed by Facebook
- Confidently and respectfully approach guests for content (with consent)
- Capture staff, guests, food, drinks, atmosphere, and energy

Food & Beverage Storytelling

- Showcase food and beverage in an elevated, appetising way
- Understand lighting, angles, close-ups vs wide shots, and movement
- Work with FOH and kitchen teams to improve presentation when needed
- Capture people enjoying food and drinks in real moments

Lifestyle & Brand Storytelling

- Weave Banff scenery, seasons, and lifestyle into daily Stories
- Capture the full experience from mountain days to après
- Balance cheeky, fun content with polished visuals

Social Media Execution

- Assist with posting, Stories, and basic scheduling
- Execute campaign direction from the marketing team
- Maintain a cohesive, on-brand feed

Collaboration

- Work closely with Marketing & Events Director
- Marketing Manager
- Events Manager (Banff)

Schedule & Flexibility Expectations

This role requires strong schedule awareness and forward planning. Key events will be identified in advance and must be prioritised for on-site content capture.

If you hold another job or are in school, you must plan your availability accordingly. Not every event requires coverage, but high-impact events do.

Content capture happens on-site; editing, organising, and scheduling can be completed remotely. Evenings and weekends are required during busy periods.

Requirements

- Must live in Banff or Canmore (Banff strongly preferred)
- Actively participates in mountain lifestyle activities (hiking, mountain biking, ski/snowboard, kayak, canoe, etc.)
- Hospitality experience preferred (restaurants and/or hotels)
- Strong understanding of social media trends
- Confident filming, editing, and posting content; along with being on camera
- Comfortable engaging with guests and staff
- Self-starter who follows through on direction
- Flexible schedule including evenings and weekends
- Portfolio, Instagram account, or previous work required

Technical & Creative Skills

- Experience with Later, Canva, CapCut, Instagram, Facebook, LinkedIn, TikTok
- Strong phone photography and/or professional camera experience
- Understanding of lighting, composition, cinematic video, pacing, and musicality

- Ability to identify meaningful moments — not random photos

What Success Looks Like

- Key events are documented, not missed
- Food and drinks look crave-worthy
- Guests, energy, and atmosphere are visible
- Stories feel current, intentional, and alive
- Content supports brand personality and business goals

HOW TO APPLY:

1. EMAIL your resume + socials (Instagram, Facebook, Tiktok, LinkedIn) to our Marketing Manager megan.s@creativeri.com
2. If selected for the next stage of interviews based off your experience and social media presence, we'll ask you to complete a creative challenge so you can show us what you've got.