



Digital Content Assistant

Location: Fredericton, New Brunswick, Canada

Job Type: Fixed-term, part-time, 15 hours/week (August 4 – November 28, 2025)

Working Conditions: Hybrid, possible travel required for events, some evenings and weekends

Language Requirements: English; French is an asset

Compensation: \$17.50/hour

About Sport NB:

[Sport New Brunswick](#) (Sport NB) is a non-profit agency dedicated to the development and promotion of amateur sport in New Brunswick. It serves approximately 70 provincial sport organizations (PSOs) and other groups. Sport NB is currently undergoing a transformation in response to the [Envisioning Sport Project](#) (2022), which describes the tremendous potential for the province to establish itself as a leader in the modernization and enhancement of the sport sector. Desired improvements include, but are not limited to: providing meaningful and comprehensive support for sport leaders and organizations, increased leadership, alignment, and collaboration; increased investment in sport; and increased focus on quality participation among equity-owned populations.

Position Overview:

Reporting to the Director of Member and Business Services, the Digital Content Assistant will support our organization's growing online presence in its programs, initiatives, and advocacy. This role includes creating and posting social media content, assisting with website content and maintenance, and capturing coverage at select in-person events. The ideal candidate is a strong communicator with a passion for sport, community, and storytelling.

Key Responsibilities:

- Content creation for social media and website, including photography and videography
- Collaboration with the Website & Social Media Coordinator and other staff
- Monitoring performance and engagement through analytics and reporting
- Campaign and promotion-specific planning and scheduling

Requirements and Qualifications:

- Experience contributing to multiple social media platforms (Instagram, Facebook, LinkedIn) for an organization or personal brand
- Basic graphic design and content creation skills (e.g. Canva, Adobe, Photoshop)
- Comfort with Wordpress platform for website editing
- Strong written communication skills in English (French bilingualism is an asset)
- Access to reliable transportation
- Photography and/or video editing experience
- Familiarity with analytics tools (e.g. Meta Insights, Google Analytics)

To apply for this position, send a cover letter, resume, and work sample to cheryl.macdonald@sportnb.com no later than Monday, July 21st.