

Volunteer Social Media Specialist - Job Description

Overview:

Under the supervision and direction of the Executive Director or Resource Manager, the Social Media Specialist will assist with managing the organization's strategy and ongoing activity on social media platforms.

Primary Responsibilities/Duties:

- Create a social media strategy utilizing existing and new platforms
- Create content for posts including graphics, ads or articles
- Posts and monitor activity on approved platforms
- Work in collaboration with staff members, and provide social media training where appropriate

Expectations:

- Responding to assignments and requests as needed
- Exercise tact, discretion, and confidentiality
- Willing to learn new things
- Good telephone etiquette
- Can work in a timely and efficient manner
- Ability to interact well with others and work as a team player
- Ability to work independently

Time Commitment: Part-time or as needed (on call)

- Duties will be carried out at our Resource Centre in Burlington, with the potential to work remotely as well (must have access to computer, high speed internet access and Microsoft Office software)

Skills and Experience:

- Experienced and skilled with Computers (Microsoft Office)
- Prior experience with managing Facebook groups, and being an Admin
- Proficiency in LinkedIn, Instagram, Twitter and Facebook; familiarity with other social media platforms
- Ability to organize and set priorities
- Strong written and verbal communication skills

Interested applicants are asked to submit a General Volunteer Application (online form available at www.LDAH.ca on the 'Volunteer' Page). Interview may be required.