



## VOLUNTEER OPPORTUNITY

### **Social Media Campaign Volunteer**

16% of the Canadian population has a disability. In British Columbia and the Yukon, approximately 750,000 adults and 26,000 children have a disability that limits their independence and quality of life.

Help make a difference in the lives of children and young adults with disabilities at Easter Seals BC/Yukon. Since 1952, Easter Seals BC/Yukon has offered programs and services to children with disabilities and their families. Building on decades of experience, Easter Seals BC/Yukon is a trusted charity and established leader in the support of persons with diverse abilities. Looking ahead, Easter Seals BC/Yukon is embarking on an exciting new strategic plan and is looking for a new member to join our team.

#### **Role**

The Social Media Campaign Volunteer will work closely with the Marketing Manager to:

- Use your creativity to manage and help grow our social media community – including scheduling posts, contests and engaging with our community.
- Source relevant influencers who have a strong connection to Easter Seals mission and building those relationships.
- Read through daily media & social posts and provide highlights.
- Assist in development of content calendar for blog and social media.
- Track, analyze and report on social media channels and Google Analytics.
- Develop, implement and track social media contests to increase engagement.

#### **Qualifications**

- Positive, can-do attitude with a passion to help families in need and a desire to bring forward new social media and communication ideas.
- Experience or studies in marketing and communications an asset.
- Superior writing skills in English with ability to create for multiple audiences.
- Organized with strong attention to detail.
- Able to work independently and within a team.
- Familiarity with the digital landscape.
- Willing to work occasional weekends or events.

#### **Benefits**

- Gain valuable communications experience.
- Build skills in communications management and analysis.
- Develop team and administrative skills.
- Receive a letter of recommendation and Volunteer Certificate.
- Join an enthusiastic team who share a passion for helping others.

#### **Commitment**

This is a part-time, flexible, 8-16 hours per week position.

#### **Apply**

Interested in this role? Send a resume and letter summarizing your qualifications and interest in this role to [volunteer@eastersealsbcy.ca](mailto:volunteer@eastersealsbcy.ca)

Easter Seals BC/Yukon is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.