



Columbia College

Vancouver, Canada

Volunteer Position Description

Social Media Film Inspiration Agent

January 2022

Description:

Columbia College envisions an inclusive society that fosters lifelong learning by fostering student success. We do this by nurturing community engagement and preparing international students for life in Canada. In order to create opportunities for College Alumni and connect Alumni in a network of support and collaboration, the Columbia College Alumni Engagement Committee is looking for a **current Columbia College student** or **Columbia College alumni** volunteer who can help record footage and assemble recorded footage into a finished project that matches the director's vision and is suitable for broadcasting. Ultimately, as a Social Media Film Inspiration Agent, you should be able to bring sight and sound together in order to tell a cohesive story.

Relevant Skills & Experience:

You don't need a degree to be a film or video editor, but it's important that you show commitment and determination. You need to be able to demonstrate that you have the necessary skills.

You'll need to be proficient in using specific editing software packages, preferably iMovie (if you are comfortable with a different platform, we can use that).

It's vital you have a good level of computer literacy and an aptitude for working with digital equipment. Having experience with the latest technology may help you stand out from the competition. We expect you to have:

- understanding of different types of social media channels, such as Twitter, Facebook, Instagram, and LinkedIn
- some experience with video production
- knowledge of photography and film including timing, motivation and continuity
- a keen eye for detail and a critical mind
- patience and concentration
- the ability to communicate effectively, be articulate, with strong writing and content creation skills
- the ability to listen to others and to work well as part of a team
- a high level of self-motivation, commitment and dedication
- organizational and time management skills

Time Commitment:

Approximately 5-6 hours per week. Most of the work can be done remotely, from home. In person/virtual meetings will be required from time to time. You will have to travel for video recording purposes.

Deliverables:

- Help create and maintain a social media plan based on our social media targeting strategy
- Use social media to promote the activities and achievements of Columbia College, connect College Alumni with each other
- Encourage Alumni engagement on our posts via reels and videos
- Track the effectiveness of our social media work and recommend improvements
- Keep up to date with the College news and choose what to promote through social media feeds

Accountability:

The Social Media Alumni Inspiration Agent will report to the Executive Director, Mark Friesen and Community Development Coordinator, Gurjashan Singh Dhummi.

Benefits and Recognition:

- Development of communication skills
- PR and marketing experience
- Social media development skills
- Free training relevant to the role will be provided via LinkedIn Learning
- References to add to your resume
- Increase your confidence and gain new skills including ongoing development and training
- Foster achievement of learning objectives

Contact:

- If interested, please send your resume, and a cover letter outlining your interest to: Mark Friesen, Executive Director, Columbia Institute for Equity and Advancement in Education, mfriesen@columbiacollege.ca