

# SOCIAL MEDIA COORDINATOR

## Volunteer Position Description



### Summary

As the Social Media Coordinator for The Shoebox Project for Women, you will be assisting your fellow chapter members develop and implement chapter initiatives, assist with securing local project sponsorship, establish relationships within your community and raise awareness of the project as well as duties specific to your position. As the Social Media Coordinator, you are helping The Shoebox Project across North America in their efforts to support women impacted by homelessness.

### Duties & Responsibilities:

- Attend meetings on a regular during off months (February to September) and on a weekly basis during campaign months (October to January)
- Help your chapter educate the local community on the correlation between women and homelessness in your region to help garner support
- Collaborate with Shoebox Head Office and Local Coordinator on national marketing/drive campaigns and strategies to set goals of increasing awareness and engagement
- Develop, implement and manage the chapter's social media plan across various platforms
- Develop and implement various social media posts that are chapter specific while keeping to branding guidelines
- Measure the success of social media campaigns to help dictate future strategies
- Keep abreast of the latest social media best practices and technologies

### Qualifications

- Interest in issues related to women's homelessness and desire to give back to your community
- Previous experience working with charitable organizations in a similar capacity an asset
- Excellent knowledge and technical skills of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+
- Knowledge social media best practices and importance of adhering to branding guidelines
- Excellent verbal & written communication skills
- Computer savvy (specifically Google based applications), comfortable communicating via email and connecting through social media platforms
- Ability to work independently as well as in a team environment
- Strong interpersonal skills with flexible and outgoing personality
- Strong organization and time management skills
- Open minded and not afraid to make "the ask"

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**Technology Capabilities Requirement:** Remote access ability. You will be required to use your own computer/laptop and will need to have access to an email account that you will use to conduct Shoebox related correspondence on our behalf.

**Screening Requirements:** Application, Interview, Reference Check(may be asked to provide social media handles to view samples)

**Time Commitment:** 2-5 hours per month during off months (February to September) and 2 hours per week during campaign months (October to January)

**Duration:** Minimum 1 drive season

**Training & Supervision:** Training provided through video conference or in person when able, written processes. Training & Supervision conducted by the chapter's Local Coordinator

**Benefits of Volunteering:** Utilize your professional skills to play an active role in helping women impacted by homelessness, build valuable skills that are transferable, be a positive member on a team, gain experience, letter of reference may be provided if requested, upon completion of commitment duration.

***We value and are strongly committed to equity, inclusion and diversity within our organization. We welcome and encourage applications from all gender identities and expressions, LGBTQ+, religious backgrounds, people of colour, Indigenous peoples, and persons with disabilities. Should you be in need of any accommodation please let us know by phone or email. Accommodations will be made upon request wherever possible and all information provided will be handled confidentially.***