

Social Media Coordinator - Canada

Volunteer Position Description



Summary

As a Social Media Coordinator with the Shoebox Project for Women, you are responsible for planning, implementing and monitoring the organization's **Social Media** strategy in Canada in order to increase brand awareness, improve marketing and increase fundraising efforts for women impacted by homelessness. This position reports directly to the Executive Director.

Duties & Responsibilities:

- Develop, implement and manage our social media strategy across various platforms
- Define most important social media KPIs
- Collaborate with the Executive Director and US Social Media Coordinator on marketing campaigns and strategies
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network

Qualifications

- Experience as a Social Media Coordinator or similar role a must
- Excellent knowledge and technical skills of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Good understanding of social media KPIs
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Good time-management skills
- Great interpersonal and communication skills
- Knowledge of or interest in issues affecting women impacted by homelessness

Technology Capabilities Requirement: Remote access ability. You will be required to use your own computer/laptop and will be given access to a Shoebox gmail account that you will use to conduct all Shoebox related correspondence on our behalf. You will need to have the ability to conduct phone calls using Google Meet set up through your shoebox gmail account.

Screening Requirements: Volunteer Application, Resume, Interview, Reference Check

Time Commitment: 2-5 hours per week (Remote)

Duration: Ongoing with expectation for at least a 6 month duration

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Training & Supervision: Training provided through video conference or in person when able, written processes. Training & Supervision conducted by the Executive Director.

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.