



SOCIAL MEDIA VOLUNTEER POSITION DESCRIPTION

PURPOSE

The purpose of this position is to assist with the needs of Hospice Toronto's Social Media and Communications operations. The right person will be a creative self-starter, who is able to work within a team environment and is extremely detail oriented, with strong written and verbal communication skills. You will be working closely with a role supervisor and within a predetermined framework of best practices and agency core values.

RESPONSIBILITIES

- Updates to Hospice Toronto's Twitter and Facebook accounts
- Stay current on topics important to Hospice Toronto's work in order to share new information with our online community
- Attend Hospice Toronto events to gather information and take photos or videos for social media
- Help create content for Hospice Toronto's social media platforms
- Assist in creating graphics for various campaigns and posts
- Adhere to all Hospice Toronto's volunteer processes, policies, guidelines and Hospice Toronto's Mission Statement
- Maintain confidentiality and discretion at all times
- Demonstrate patience, kindness and friendliness to Hospice Toronto's community members and staff
- Carry out tasks in a timely, efficient and accurate manner
- Perform other duties related to this role as assigned

QUALIFICATIONS/EXPERIENCE

- Intermediate level experience with social media best practices
- Experienced in graphic design and relevant software (Publisher, Adobe Creative Suite) is an asset
- Excellent knowledge of all Social Media platforms and support/aggregate software including Facebook, Twitter, Hootsuite etc.
- Knowledge of non-profit culture is preferred
- Great attention to detail
- Customer relations focused and personable

- Excellent communication skills
- Patient, positive attitude, hardworking, organized, reliable
- Ability to follow through on commitments with demonstrated responsibility
- Able to seek and apply an efficient approach to position duties
- Self-directed, enthusiastic, energetic
- Ability to take direction and work within provided protocol and framework
- Available to commit to a minimum of 4 hours a week
- Able to commit to the role for at least 1 year

EDUCATION

- Marketing, Public Relations, Graphic Communications or enrolment in a program related to these specialties is an asset

KEY RELATIONSHIPS

- Office administrator and communications assistant(s) and relevant committees
- Staff, volunteers and/or community members as applicable

BENEFITS

- Opportunity to utilize and further develop marketing and social media skills
- Volunteers will be given a letter of reference after a successful term of volunteering, provided all the requirements are met and adhered to
- Experience working in a charitable and Not-For-Profit Framework
- Opportunity to make a difference in your community

WORKING CONDITIONS/PHYSICAL EXERTION

- Possibly sitting for extended periods of time
- Using a computer keyboard or mouse for extended time

POSITION TERM

- Commitment of a minimum of 1 year is required for the role. Reflections/evaluations will be conducted by both volunteer and supervisor to determine progress in position