

AMHL Social Media Volunteer



Responsibilities:

- Use social media to promote the activities and achievements of AMHL
- Post upcoming events, photos, achievements, special events and programming updates AMHL's social media feeds (Facebook, and Instagram) and review its impact.
- Keep up to date with AMHL activities events and news and choose/propose what content to promote through AMHL's social media feeds.
- Provide social media updates to the board to promote AMHL content.
- Moderate social media feeds monitoring feedback and comments and taking the appropriate actions.
- Develop and manage content highlighting AMHL programming, AMHL events, fundraising opportunities and more.
- Grow social media base of followers by following best practices in social media.
- Create and maintain social media content calendar in conjunction with the season calendar.
- Support in creating social media posts after hours or have resulted in program cancellations due to weather or other reasons.
- Community engagement includes encouraging others to comment on AMHL posts and share them with others; ensuring that communication reaches a wide range of local stakeholders and diverse audience; interact on social platform on behalf of AMHL; like, comment, share relevant post
- Take part in monthly board meetings with different team members and understand requirements.
- Track the effectiveness of our social media work and recommend ways forward.
- Other tasks as requested by the AMHL Board.
- Draft copy and create post based on event details shared from brief and request/meetings
- Search, and obtain images (and/or headshots) and assets for social post
- Create templated image for events posting

Qualifications/Skills/Requirements:

- Resident of the Ancaster community, 17 years of age and older
- Experience using Social Media Platforms: Facebook, Instagram, Twitter, TikTok
- An understanding of different types of marketing and communications media, including electronic and social media.
- To be able to communicate effectively, be articulate, with strong writing skills and the ability to give and receive feedback politely.
- Experience of using Microsoft Office, including Word, Excel and Outlook.
- Ability to transform small snippets of information into interesting and engaging stories suitable for different social media channels.
- Good understanding of confidentiality.
- The ability to work equally well in a team and unsupervised.
- Access to a mobile phone/internet to execute social media postings

Term: 1 year Term

Compensation:

- \$400 contribution towards phone/internet, 10 monthly payments of \$40/Month from August to May