

Steps for Life Social Media Volunteer Position Description/Posting

Reports to: Communications Coordinator

Interacts with: Regional Development Coordinators, Steps for Life Committee Chairs/Co Chairs, Steps for Life Committee members

Threads of Life is a national charity supporting families who have experienced a workplace fatality, life-altering injury or illness. Our mission is to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths.

Steps for Life is the primary fundraising event for Threads of Life. Steps for Life walks, which are planned by volunteer committees, take place across the country. The Steps for Life social media volunteer will be responsible for posting relevant content to, and monitoring the Facebook pages for a select number of walk locations.

Time Commitment:

The Steps for Life Social Media Volunteer can expect to spend 2 to 3 hours per week from September to May scheduling and monitoring Facebook posts for up to 3 different Steps for Life events across Canada. It is recommended that the Social Media volunteer attend at least one committee meeting for each location where they are responsible for social media (by teleconference, where in person is not possible). The Social Media volunteer will work from home and will have flexibility to set their own hours, with the exception of attending scheduled meetings.

Responsibilities:

- Understand and adhere to Threads of Life and Steps for Life brand and social media guidelines.
- Develop and implement a social media plan, using Facebook, for up to 3 Steps for Life walks across Canada
- Share Threads of Life and National Steps for Life social media messages on select community Facebook pages.
- Monitor responses to posts, and inquiries to the page inbox, and take appropriate steps to provide follow up

Skills/experience:

- A minimum of 2 years' professional experience using Facebook is preferred
- Post-secondary education in the area of communications, public relations, journalism, or requisite experience
- Strong writing skills, articulate, creative Independent, self-starter

To apply: Please send your resume along with an email outlining your relevant experience and interest in the Social Media Volunteer position to contact@threadsoflife.ca by August 7, 2019.