



Mission Statement:

Changing Lives Through Kindness

SOCIAL MEDIA COORDINATOR

Reporting to the **Creative and Marketing Specialist**

Approximately 8 to 16 hours per week, including evenings and weekends

Minimum 1-year commitment

Must have regular access to email and Social Media outlets throughout the day

Work from home, volunteer position

Organizations Expectation:

All volunteers will adhere to the mission statement and the objectives of the organization. Personnel of Alberta Animal Rescue Crew Society will use discretion and carry out duties in a professional manner.

Position Summary:

The Social Media Coordinator will be responsible for monitoring AARCS' social media sites. This includes creating, scheduling and editing posts, maintaining up to date albums, monitoring for questions from the public, answering messages and removing any inappropriate content. This position will work closely with the Creative and Marketing Specialist.

Responsibilities:

- Create and establish original, relevant content, including graphics and call-to-action posts to generate audience participation
- Work collaboratively with Creative and Marketing Specialist to maintain high engagement rates from our followers
- Ensure all messages are being responded to in a timely manner (within 24 hours)
- Direct questions to the appropriate coordinators, via email
- Monitor all content and delete or hide, if necessary
- Assist in keeping photo albums up to date
- Add and promote events
- Take news stories/adoptable animals off website, post to Facebook
- Ensure social media sites are kept current while maintaining a balance on page for foster home requests, cat/dog posts, stories, events etc.
- Seek out opportunities to increase exposure and impact for AARCS via Social Media

Qualifications:

- Experience in not-for-profit sector an asset; Genuine interest in animal welfare
- Formal knowledge and understanding of Social Media Content Strategies and analytics
- Strong technical ability; including word processing, design programs and database management
- Education or professional experience in Communications and/or Marketing
- Personable and able to develop a positive rapport with people of diverse experiences and backgrounds
- Can effectively communicate information and ideas
- Self-motivated; Has the ability to set priorities and manage workloads with minimal supervision

This position description reflects the general duties of the position, but it is not intended to be a detailed description of all duties that may be inherent in the position. The Social Media Coordinator may be asked to perform other duties as required or assigned.