

Volunteer Marketing Assistant

We're looking for enthusiastic social media volunteers to join the [Fraser River Discovery Centre](#) (FRDC)! We want to grow our online engagement to inspire stewards of the river. You'll create content for our [Instagram](#), [Facebook](#), and [Twitter](#) pages and most importantly, interact with our online community on a regular basis. You'll also have the opportunity to get creative with reels and graphics.

This volunteer position is great for a post-secondary student studying Marketing or Public Relations, or someone looking to boost their experience in communications and design.

Commitment:

- 6 to 8 hours per week, including social media interactions at least 2-3 times per week
- Please commit to at least one year of consistent volunteering
- Regular check-ins with Public Engagement Manager
- Fully remote, within Canada

We want to ensure that the role interests you. Depending on your skills and interests, you could contribute to some of the following activities.

Responsibilities could include:

- Create engaging, relevant content for Instagram, Facebook, and Twitter including captions, hashtags, designs (using Canva), and tags on a regular basis (minimum weekly posts).
- Engage with FRDC's online community by liking community posts, responding to comments, sharing stories, answering direct messages or forwarding to team members as required.
- Generate ideas for monthly content calendar, including social media posts, stories, recurring series, and/or reels.
- Follow social media trends and topics to boost FRDC's engagement.
- Monitor and analyze social media metrics, share monthly results with the team, and take action to improve engagement.
- Collaborate with the Public Engagement Manager.
- Follow all FRDC brand and social media guidelines. Maintain consistency in content and ensure alignment with brand strategy.
- Follow all social media best practices including image descriptions, hashtags, etc.

Qualifications and Skills:

- Self-driven and innovative
- Demonstrated experiencing using various social media platforms.
- Long-term interest in marketing and communications
- Demonstrated experience working with Canva or similar graphic design program/application.
- Excellent written and verbal communication skills.
- Ability to engage with the public through posts and social media interactions with a friendly, professional tone.
- Strong organizational skills in order to plan and maintain content calendar.
- Knowledge of Facebook and Instagram platforms including scheduling, analytics, algorithm, hashtags, Instagram stories, etc.
- Receptive to feedback.
- Ability to learn and adapt to new technology and digital marketing platforms.

Nice to have:

- Experience in creating long-term social media strategies.
- Understanding of SEO best practices and implementation.
- Knowledge of paid digital advertising (Google Ads, Facebook Ads).
- Understanding of audience research and related tools.

To apply:

- Email resume AND cover letter to volunteer@fraserriverdiscovery.org.
- We encourage people of all backgrounds, identities, and abilities to apply. For more information, please email volunteer@fraserriverdiscovery.org.