

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 take over our [Instagram](#), [Facebook](#), and [Twitter](#) pages, create posts, share content, and most importantly, interact with our online community on a regular basis. You'll also have the opportunity to create content such as 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.
- Hybrid/remote.

Responsibilities could include: (depending on interest and expertise)

- Participate in the development of marketing strategies.
- 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 and/or blogs.
- 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.

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- 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.