



Social Media Volunteer

We are searching for an individual to managing our social media accounts. The Social Media Volunteer will work closely with the Slocan Lake Garden Society board to create engaging content for the Kohan Reflection Garden's social media presence, including keeping social media channels updated, seeking out new social media avenues and ways of connecting with audiences, and exploring avenues for cross-promotion. Do you have an interest in, experience with, or are you enthusiastic about, the following responsibilities and qualifications?

Responsibilities

- Acquire a good understanding of the SLGS and KRG history, values, and responsibility to the community
- Help create and maintain a social media plan
- Use social media to promote the Kohan Reflection Garden (events, membership drives, volunteer opportunities, etc.)
- Review and update listings on TripAdvisor and Google
- Develop and manage content for our social media channels (Instagram and Facebook)
- Encourage others to comment on our posts and share them
- Ensure that communication reaches a wide range of local stakeholders and diverse audiences
- Track the effectiveness of our social media work and recommend ways forward
- Test content and review its impact

Qualifications

- An interest in communications and marketing – specifically social media
- Ability to communicate effectively with strong writing skills
- Ability to transform small bits of information into interesting and engaging stories suitable for Instagram and Facebook
- The ability to work equally well in a team and unsupervised

Time commitment: 2-3 hours per week.