

Job Description: Director, Social Media

Title: Director, Social Media

Location: Greater Toronto Area / Remote

Terms: August 2024 - July 2025

Hours: Estimated 5-10 hours per month

Salary: This is a volunteer position

About the Role

We're looking for a volunteer Director of Social Media to join the Communications team during an exciting year for IABC Toronto. As the second- largest chapter of IABC globally, you'll lead the strategy and execution of IABC Toronto's social media channels - key communication channels for top communicators in the GTA.

Responsibilities

- Work with VP of Communications to develop social media strategy and content calendar for the year
- Execute social media strategy with support from graphic designer
- Manage and mentor junior copywriter(s)
- Generate, edit, publish and share engaging content
- Collaborate with the communications team and various board members from all portfolio's (OVATION Awards, Sponsorships, Events, etc...)
- Keep internal collaborators informed of projects and progress and identify when extra support is needed

Top 5 Reasons to Apply

1. Network and collaborate with an incredible team of industry professionals
2. This is one of a few volunteer roles that enable you to work across all portfolios and VPs
3. Continue to hone your social media skills and create strong portfolio pieces
4. Show off your skills to potential employers/clients
5. IABC Toronto is celebrating 40 years of the OVATION Awards - a great opportunity to showcase your creativity on a legacy event

Requirements

- Must have an active IABC Toronto membership
- Social media experience in a professional setting
- Understanding and experience using Hootsuite
- Well-versed and active user on social channels including Facebook, Instagram, LinkedIn, X

About Us

IABC Toronto is the world's largest IABC chapter. IABC is recognized as the professional association of choice for communicators and is committed towards establishing and supporting the highest professional standards of quality and innovation in organizational communication.

Apply in two easy steps

1. Fill out our [volunteer application](#) found here
2. Send an email to toronto-volunteers@iabc.to indicating what position you're interested in

Deadline

Please apply by August 25, 2024