



## **VOLUNTEER JOB DESCRIPTION: SOCIAL MEDIA COORDINATOR**

**Last Updated: March 2024**

### **JOB DESCRIPTION**

The Social Media Coordinator Volunteer plays a crucial role in advancing the mission and visibility of [Homes For The Holidays](#) in support of Take a Hike Foundation. This position is responsible for creating captivating content, drafting compelling copy, and managing engaging social media campaigns to increase awareness, engagement, and support for the youth that need it the most!

### **KEY RESPONSIBILITIES**

#### **Content Creation: 70%**

- Design visually appealing graphics, edit photos/videos, and source relevant visual assets to create engaging content for social media platforms.
- Express gratitude to sponsors and design teams through personalized messages on social media platforms, acknowledging their support and contributions to our cause.
- Highlight sponsor logos, tag their social media handles, and showcase their involvement in our events and initiatives.

#### **Copywriting: 20%**

- Craft compelling and concise copy for social media posts, ensuring consistency in tone, voice, and messaging across all channels.
- Write attention-grabbing captions, headlines, and calls-to-action to encourage audience interaction, participation, and support for Homes For The Holidays initiatives.

#### **Campaign Support: 10%**

- Collaborate with the Homes For The Holidays marketing committee to execute content calendar and strategic plan for social media content.
- Support fundraising and awareness campaigns by creating promotional content tailored to specific objectives and target audiences.
- Develop campaign messaging, visuals, and storytelling elements to effectively communicate the impact of our work and inspire action.

## QUALIFICATIONS

- Passion for the mission and values of Homes For The Holidays and Take a Hike Foundation.
- Strong writing and editing skills, with the ability to craft compelling copy for social media.
- Creative mindset with experience in content creation and design.
- Proficiency in using social media management tools and platforms (e.g., Buffer, Hootsuite, Canva).
- Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced environment.
- Excellent communication and interpersonal skills, with a positive attitude and collaborative spirit.

## TIME COMMITMENT

- 2-3 hours a week, with increased involvement closer to the event date.
- Volunteers in this role will ideally be able to join as a volunteer during the event on November 23 + 24.
- To learn more about this volunteer opportunity, please contact [rlipetz@takeahikefoundation.org](mailto:rlipetz@takeahikefoundation.org).

Thank you for considering this volunteer opportunity to support Homes For The Holidays. Your dedication and efforts will make a significant impact on our fundraising success and our ability to make a difference in the lives of the kids in Take a Hike programs!

## ABOUT TAKE A HIKE

[Take a Hike](#) partners with public school districts to engage vulnerable youth in a full-time mental health and emotional well-being program embedded in an alternate education classroom.

Our mission is to empower vulnerable youth with the skills and resilience they need to graduate high school, build healthy relationships, navigate the challenges of young adulthood, and achieve success—however they define it. We do this by engaging youth in intensive and continuous clinical counselling, regular outdoor adventures, and supporting youth in a safe and caring community.

Over the past twenty years, Take a Hike has developed a proven, trauma-informed, evidence-based program model that has transformed the lives of hundreds of youth in B.C. along with their families.

## ABOUT HOMES FOR THE HOLIDAYS

Vancouver's unforgettable celebration of the season, [Homes For The Holidays](#), takes place this year on **November 23 & 24!** This unparalleled holiday event will unite award-winning interior design teams with leading florists and home décor retailers all under one roof: UBC's iconic Cecil Green Park House. Once again, the cliff-top mansion will be transformed to showcase uniquely festive décor ideas ranging from tablescapes to room vignettes for visitors to reimagine in their own homes.

Attendees will enjoy live music as they wander through the exquisitely decorated rooms of one of Vancouver's most prestigious properties. Highlights also include our popular Silent Auction—a great place for inspired holiday shopping—as well as the magical Terrace of Trees where sponsored evergreens are beautifully trimmed by talented designers. Best of all, all proceeds will benefit our remarkable charity partner, Take a Hike Foundation!