

**Volunteer Position:** Social Media Coordinator

**Available Positions:** 1

**Description** The social media coordinator will develop and implement a social media strategy to increase overall reach and brand awareness. He/she will use social media outlets to promote active Heritage Regina campaigns, engage the public and increase online presence. The social media coordinator will directly contribute to increasing awareness of Heritage by increasing public awareness of events, advocacy, and heritage topics issues and communicating progress on specific Heritage Regina campaigns.

### **Duties and Responsibilities**

The social media coordinator will:

- Utilize key online channels for Heritage Regina to establish a strong presence and following
- Post regular updates to Heritage Regina social media outlets, including news articles, blog posts, press releases, fundraising appeals, and any other promotional items
- Monitor activity and user interactions for all social media outlets
- Adapt general Heritage Regina campaign messaging for the different outlet-specific audiences

### **Qualifications**

- Experience using key social media outlets (Facebook, Twitter, Instagram)
- Strong writing and editing skills, with strong attention to detail
- Ability to use online tools to engage members, donors, and corporate partners
- Outgoing, enthusiastic and creative
- Works well independently and as part of a team

**Time Period** This position requires a minimum 1 year commitment for 1-2 days per week for an average of 2 - 3 hours per week.

### **About Heritage Regina**

Heritage Regina is a group of dedicated volunteers who strive to protect, promote, and advocate for Regina's heritage. Regina's heritage includes buildings, history, landscapes, streetscapes, and the cultural inheritance of the community. The vision of Heritage Regina is to raise awareness and appreciation of the value of heritage and its importance to sustaining the culture and identity of the city