

Social Media Coordinator



2-5 hours / monthly

October 1, 2021 - September 30, 2022

BACKGROUND

ChatterBox Theatre Society has been dedicated to delivering a meaningful theatrical experience to young audiences through interaction and humour. We aim to teach children positive values and offer them support in all stages of their development. In addition, we strive to build a stronger community by encouraging public engagement and dialogue, while nurturing and promoting our local artists.

WHAT DO WE DO?

ChatterBox Theatre provides positive and interactive theatrical experiences for children in the community. Our purpose is not only to create unique and enjoyable productions, but also teach children concepts of feelings and how they influence the world around them.

Apart from the education and entertainment of our unique plays, we also offer support for the local artistic community by creating development opportunities for young performers. We also help connect the public with emerging artists, offering space for exhibitions and periodic events.

WHY SHOULD YOU VOLUNTEER FOR THIS OPPORTUNITY?

ChatterBox Theatre Society is a "grass roots" non-profit organization about to embark on a period of significant growth. We need your passion and expertise in shaping that for the future! Our volunteers are very committed and passionate, and help ensure successful outcomes of programs. Upon successful completion of the volunteer role or project, you can use us as a reference for your future roles. Volunteer hours may be used for maintaining your professional designation and/or program studies.

PURPOSE OF THE POSITION

The Social Media Coordinator will build and maintain the organization's social media presence and brand by generating creative ways to attract more customers or donors. The position is responsible for researching market trends, posting content on relevant social media platforms, and encouraging audience engagement.

DUTIES AND RESPONSIBILITIES

- Understand the annual marketing & communications strategy to drive participation and support to the organization from the community.
- Research audience preferences and understand current social media trends to ensure maximum effectiveness in customer / donor engagement.
- Develop social media plans and optimal posting schedules that positively increase web traffic and engagement metrics.
- Use approved marketing & communications materials and branding to promote the organization via multiple social media channels, including Facebook, Instagram, Twitter, and LinkedIn.
- Measure web traffic and monitor SEO to report to the Marketing & Communications Manager on the results.
- Partner with the marketing & communications team and committee to brainstorm, develop and implement creative strategies to attract sponsorship and donors.
- Partner with the Fundraising team and Communications Coordinator to use social media and other technology platforms to maximize communication efforts and activities.
- Act as the back-up to the Communications Coordinator role if they are absent or the role is vacant.

SKILLS AND KNOWLEDGE

- Demonstrated work or volunteer experience in developing compelling social media plans, with a strong preference for non-profit organizations, the fine arts, or education.
- Strong verbal and written communication skills, coupled with strong editing and grammar skills.
- Working knowledge of SEO, keyword research, and Google Analytics.
- Ability and confidence in developing and communicating a compelling story about the organization that others believe in.
- Strong networking skills to establish private and professional networks that recognize the benefits of investing in the organization and its mission.
- Comfortable with different social media channels, including Facebook, Instagram, and Twitter.
- Self-starter, who is motivated by achieving social media goals for the organization.

- Strong work ethic and passionate commitment to advancing the mission of the organization.
- Ability to work independently while collaborating with other team members to achieve desired outcomes that support the mission of the organization.
- Friendly, professional demeanor and considered approachable by others they interact with.
- Strong organizational and process-driven skills, with an excellent follow-through on actions.

QUALIFICATIONS

- Demonstrated work or volunteer experience in developing compelling social media, communications, or marketing plans.
- Experience working with non-profit organizations and/or experience in a similar role.
- Passionate interest in theatre and education of the fine arts in the Calgary community.
- Legally entitled to volunteer in Canada, with the ability to meet volunteer screening requirements (e.g. criminal check, including a vulnerable sector verification).

ADDITIONAL DETAILS & SKILLS REQUIRED:

We encourage interested and qualified candidates to apply to this volunteer position as the Social Media Coordinator. Please send a brief email explaining why this is an opportunity you are passionate about, as well as your resume and brief biography to contact@chatterboxtheatresociety.com. To learn more about ChatterBox Theatre Society, or to donate to our cause, please visit our website at www.chatterboxtheatresociety.com.