



## FRIENDS OF STRATHCONA COUNTY LIBRARY

### SOCIAL MEDIA ENGAGEMENT COORDINATOR Role Description

#### **Role Title: Social Media Engagement Coordinator**

**Role Purpose:** The purpose of this position is to assist with the needs of Friends of Strathcona County Library membership.

**Location & Commitment:** Meetings once a month, in person. Board commitments are 2 years in length. Monthly commitment depends on Board activity every month. All Board Members are expected to participate in the overall running of the board.

#### **Skills & Experience:**

- A Strathcona County resident ideally
- Be a creative self-starter
- Excellent oral and written communication skills
- Knowledge of social channels (in particular Facebook and Instagram) and the community relevant to the Friends success
- Ability to work on tight deadlines
- Advanced knowledge of social media advertising platforms
- Able to work within a team environment and is extremely detail oriented
- Strong written and verbal communication skills
- Will be working closely with a co-coordinator so a team player is imperative

#### **Duties & Responsibilities:**

- Develop a marketing strategy for social media channels for FSCCL
- Develop content to increase community engagement online
- Create a brand persona in coordination with the communications team on online channels
- Utilize the social channels most relevant to the brand on a regular basis
- Respond to resident queries through social networks
- Create successful social media ad campaigns that will assist in the Friends purpose
- Work together with the Communications/Marketing team to create compelling content for publication or campaigns

**Training & Support:** The Social Media Engagement Coordinator will closely work with the Board and in particular the Communications/Marketing team. They will be supported as much as needed.

**Benefits:** Support and be an important part of an organization that advocates for and raises funds for Strathcona County Library.

**How to apply:** Please check out our website at <https://friendsscl.ca> or email us at [volunteer@friendsscl.ca](mailto:volunteer@friendsscl.ca) or check out our profile at Volunteer Connector ([www.volunteerconnector.org/](http://www.volunteerconnector.org/)) and connect with us there!