



FRIENDS OF STRATHCONA COUNTY LIBRARY

SOCIAL MEDIA ENGAGEMENT

Are you passionate about social media or looking to grow your skills in this area? We are seeking a **Social Media Engagement Coordinator** to help manage the Friends of Strathcona County Library's presence on platforms like Facebook and Instagram.

No need to be a social media pro—if you have an interest in learning or building your skills, we'd love to have you!

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 Marketing & Communications via the Social channels.

Location & Commitment Options:

- **Board Member** -If person comes on as a Board Member, meetings are once a month, in person. Monthly commitment depends on Board activity every month. All Board Members are expected to participate in the overall running of the board.
- **Committee Member**- If person comes on as a committee member of the Marketing & Communication team then they do not necessarily have to attend monthly meetings but they must meet thru the month on an ongoing basis with the Marketing & Communications & Website Coordinators.

Skills & Experience:

- A Strathcona County resident
- Interest in **social media platforms** (especially Facebook and Instagram).
- Willingness to learn and develop skills in social media management.
- Creativity and a desire to connect with the community online.
- Strong oral and written communication skills.
- Familiarity with social media advertising platforms is a plus but not required.
- Team player who can work well with others.

Duties & Responsibilities:

- Develop strategies for social media engagement with guidance from the team.
- Create and share content that builds community connections.
- Establish a friendly, consistent online presence that reflects our organization's values.
- Regularly use social channels to promote Friends' activities and events.
- Respond to community inquiries through social networks.
- Collaborate with the Marketing & Communication team to create engaging content and campaigns.

Training & Support: The Social Media Engagement Coordinator will closely work with the Board and in particular the Communications/Marketing/Website 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 or check out our profile at Volunteer Connector (www.volunteerconnector.org/) and connect with us there!