

Volunteer Social Media Coordinator – Job Description

Do you love biking and have a keen interest in social media? Greater Victoria Bike to Work Society (GVBTS) is seeking a social media coordinator who will contribute to a social media strategy to increase overall reach and awareness.

Main tasks include:

- Collaborating on creative marketing campaigns
- Creating and managing editorial calendars
- Maintaining brand voice, style, and tone across platforms
- Establishing targets, measuring and reporting effectiveness
- Producing targeted Facebook ads
- Developing various types of content for use on our website, social streams, and newsletters

Our ideal candidate is:

- Enthusiastic, organized and creative
- Intrinsically motivated, works well independently and as part of a team
- A cyclist! Motivated to encourage more people to use a bicycle for transportation

Our ideal candidate has:

- A degree/diploma in business, marketing, communications or equivalent experience
- Professional experience with all social platforms, Wordpress, and Adobe CS and asset
- Familiarity with behaviour change marketing theories and techniques

Benefits and recognition

This position provides valuable experience for Marketing, Communications, and Non-Profit Management students; individuals with an interest in gaining experience in the non-profit sector or in the marketing field. This position is also a great fit for anyone with a passion for supporting the continued growth of the cycling community. Volunteers are highly valued members of the GVBTS team. GVBTS will provide reference letters for all volunteers who successfully complete a placement.

Contact: Amelia Potvin, Executive Director, with resume and letter of interest. We look forward to meeting you!

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