



## **Social Media Coordinator Volunteer Position**

### **POSITION DESCRIPTION**

#### **Who Are We**

Tails of Help is a volunteer-driven registered charity focused on helping Albertans in need. Approved by the Alberta Veterinary Medical Association, we help fund essential veterinary care for ill or injured pets of owners who are experiencing financial hardship. Our goal is to help keep pets healthy and with their loving families.

#### **Who Do We Help**

We help seniors, disabled, or low income pet owners who own pets that need essential veterinary treatment. We can help care for companion animals of all kinds, from dogs and cats to birds and ferrets.

Tails of Help has the objective to provide assistance to the Alberta pet owner facing financial hardship whose companion animal is ill or injured and requires essential veterinary care. Tails of Help also strives to educate the public on the cost and responsibilities of pet ownership, including disease and injury prevention. The goal is to help reduce the burden on animal shelters, humane societies and social services in the province by keeping pets healthy and with their loving families.

*All Staff and Volunteers are required to maintain a high level of professionalism and act as  
an ambassador for  
Tails of Help  
and  
Have an appreciation and respect for animals, and the values and objectives of  
Tails of Help*

#### **Objective of the Social Media Role:**

- The objective of the social media coordinator role is to contribute to and assist in the development and implementation of a social media strategy to increase overall reach and program awareness. They will use social media outlets to promote active Tails of Help campaigns, engage the public and increase online presence. The social media coordinator will directly contribute to increasing public awareness by sharing and promoting the work of Tails of Help through Facebook and Twitter resulting in event registrations, support, donations and sponsorship for the funding of essential veterinary care for pets of low income Albertans.

**Duties, Responsibilities & Skills:**

- The social media coordinator will assist in the Identification of key online channels for Tails of Help to establish a strong online presence
- Assist in the development of a social media strategy to support the organization's campaigns and fundraising activities, and establish targets for increasing online reach
- Post regular updates to Tails of Help's 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 Tails of Help campaign messaging for the different outlet-specific audiences
- Qualifications and/or experience using key social media outlets Facebook, Twitter, (and others)
- Strong writing and editing skills, with strong attention to detail
- Ability to use online tools to engage the public, donors, and corporate partners
- Outgoing, enthusiastic and creative
- Works well independently and as part of a team
- Has strong and broad social media networks and connections

**Time Requirements:**

- This is a volunteer position and hours are flexible.
- This position requires a minimum 6 month commitment for an average of approximately 7 hours/week

**Orientation & Training:**

- Information/orientation sessions include Tails of Help information, purpose and mandate of the organization.
- Monthly Communications Team meetings and regular contact with the Communications Director
- Support from the organization, Executive Director, committee(s), peers and Board

**Benefits:**

- Assist Tails of Help to achieve our objectives - keeping pets healthy and with their loving families
- An opportunity to assist in the development and promotion of events for a growing charitable animal welfare organization
- This position provides valuable experience for individuals and/or students in Communications and Non-Profit Management
- An opportunity to develop practical and measurable social media and public relation skills and experience
- An opportunity to meet and interact with new people and participate in annual events
- An opportunity to work with and interact with peers, veterinarian staff, volunteers, public and pet owners.
- Reference letter

**Screening may include all or some of the following:**

- Application
- Information/Orientation Session
- Interview
- Reference checks
- Successful completion of a Police Check

**Reports to:**

Communications Director & Vice President of the Board, Tails of Help

TO APPLY:

To apply, please email your resume and a brief covering letter outlining your experience in the veterinary sector and why you want to volunteer for Tails of Help. Please email your application to [mark.patrick@tailsofhelp.ca](mailto:mark.patrick@tailsofhelp.ca) with the position you are applying for in the subject line.