

AMBA Social Media Manager

Description

The purpose of this role is to maintain social media accounts for the AMBA (Facebook and Instagram).

Duties

Updating Social Media accounts with pertinent information. Responding to inquiries and social media messages. Posting photos and important links. Collaborating with communications when information should be sent out at the same time. Creating and publishing content.

- Manage Social Media Accounts
 - Instagram
 - Facebook
 - Whatsapp
- Decipher junk messages from actual messages
- Post photos of our teams and members
- Plan and execute social media strategies to engage followers
- Create and publish content to our two platforms
- Interacting with our communities and audiences
- Respond to messages and ensure that the public receives the correct contact information or person if necessary.
- Respond to comments on social media posts
- Collaborate with our communication volunteer when information needs to be sent out simultaneously

Preferred Qualifications

- Basic Background in social media, Facebook Brand Pages, Meta Business Suite and Instagram
- Creativity is an asset
- Ability to work with the editing program of your choice (Canva, Capcut, PhotoRoom, Adobe Spark etc.)
- Ability to respond to public inquiries in a timely and professional manner

Estimated Timeline

- Daily: Monitor social media accounts
- Monthly: Attend board and committee meetings
- May or June: attend Annual General Meeting (AGM)

Approximate time commitment: 10 hours per month

Last updated by Scott Mitchell, January 31, 2023