

## **Committee: Media Relations and Outreach**

**Reports to: Media Relations Committee Lead**

**Job Description: Social Media Guru (3- 6 people)**

Work closely with the Media Relations Committee Lead to develop, implement, and execute a social media strategy for the Canada International Dance Convention

### **Roles and Responsibilities:**

- Identify key channels, online and otherwise) for CIDC to establish presence
- Develop, implement, and execute a social media strategy to support CIDC fundraising activities, and establish targets for increasing online reach
- Ability to network at events and speak about CIDC at events you attend
- Increase public awareness
- Follow the media relations committee lead to post (they will assign the sites so we can keep track). If you know others please let the lead know.
- Monitor activity and user interaction for all social media outlets
- Understand and comply with the Canada International Dance Convention volunteer regulations and code of ethics

### **Skills Required:**

- Good verbal communication skills and sensitivity to customer needs
- Excellent working knowledge of English, both written and spoken
- Creative and Dynamic
- Experience using key social media outlets (Facebook, Instagram, Twitter, FLCKR, YouTube, Pinterest)
- Ability to use online tools to engage members, donors and corporate partners
- Proven verbal and written communications skills to write clearly and persuasively
- Bilingualism in any language is an asset-please indicate on application form
- Self-starter, able to take initiative and deliver on time
- Able to follow directions
- Demonstrate an ability to connect with people

### **Commitment:**

- June – September – 1-2 hours a week commitment
- September 1 – October 1 – 2-3 hours per week commitment
- October 2-November 10 – 4-5 hours per week
- Expectation is that you will be committed for each of these times to fulfill the hours required