



Lake Bonavista Community Association, LBCA

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Social Media Volunteer

Position Title: Social Media Volunteer

Hours of work: Part time, a few hours each week. 3-month trial period.

Reports to: General Manager and Events & Communications Coordinator

Company Overview:

The Lake Bonavista Community Association is governed by a volunteer Board of Directors and managed and operated by staff and volunteers. The facility includes two sheets of ice, gymnasium, fitness studio, multi-purpose room, Bonavista room, and other office spaces. The Social Media Volunteer is responsible for managing, updating, and maintaining Lake Bonavista Community Associations social media channels including seeking out new social media avenues and ways of connecting with audiences.

Responsibilities:

- Help create and maintain a social media plan.
- Use social media to promote the activities and achievements of Lake Bonavista Community Association.
- Keeping our social media channels updated on a frequent basis.
- Encouraging others to comment on our posts and share them with others.
- Ensure that communication reaches a wide range and diverse audience.
- Select relevant channels to reach our diverse audience.
- Track the effectiveness of our social media work and recommend ways forward.
- Visit our facility and attend our events and activities occasionally to collect material.

Skills and Experience:

- An understanding of different types of marketing and communications media, including electronic and social media.
- To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately.
- Ability to transform small snippets of information into interesting and engaging stories suitable for Instagram, Facebook etc.
- Good understanding of confidentiality.

- The ability to work well unsupervised.
- An interest in, and knowledge of social media marketing.

Benefits:

- Development of communication skills.
- PR and marketing experience.
- Social media development skills.
- Data handling skills.
- Free training relevant to the role will be provided.
- Reference letter for future job opportunities.
- LBCA membership for the year.

Please send all resumes to gm@lakebonavistacommunity.com