



Captain Scott

LEGACY SOCIETY

Non-profit Communications Assistant Volunteer Opportunity

Organization overview: Captain Scott Legacy was established in 2021 to help people build and leave behind their legacies through volunteerism. We build up volunteers of all ages through outreach and training programs and celebrate exceptional do-gooders through recognition initiatives and events. We're on a mission to promote social good!

Opportunity: As such a new non-profit organization, we are working to build trust and confidence with the public through our branding, marketing, and communications engagement. We want to establish ourselves as a leader in promoting and recognizing volunteerism in the community to keep the spirit of volunteerism healthy and strong for all ages.

Job brief: We are looking for talented Communications Assistants to support a Communications Coordinator in designing, managing, and maintaining a strong online presence for our non-profit organization. Your role includes implementing online marketing strategies through social media accounts and online newsletters to engage and keep up a positive image of the organization in the community.

If you are a tech-savvy professional with an interest in communicating with the public through online channels, we would like to meet you!

Under the supervision of a Communications Coordinator, you will develop original content and suggest creative ways to attract more people to join our volunteering movement, which entails signing up and participating in our social programs and/or sharing their volunteer stories with us to spotlight exceptional everyday heroes! Ultimately, you will help the organization increase web traffic and subscribers, social media engagement metrics, and bring more interest towards our services.

Responsibilities:

- Research audience preferences and discover current trends
- Create engaging text, image, and video content for Instagram, Facebook, LinkedIn and online newsletters
- Design posts to sustain readers' curiosity and create buzz around the charity's services using an available branding guide
- Measure web traffic, social media engagement metrics, and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Initiate, facilitate, and follow up with online conversations with local non-profits, companies, and the public, as well as respond to queries that come up
- Develop an optimal social media content calendar, considering web traffic and engagement metrics



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Requirements:

- Work or volunteer experience in the communications industry and/or a strong interest to learn and participate in the sector
- A willingness to learn and receive support from a team
- Working knowledge in using and marketing with multiple social media platforms, particularly Instagram, Facebook, and LinkedIn
- Working knowledge and/or a strong interest in learning about SEO, keyword research and Google Analytics
- Working knowledge and/or a strong interest in marketing strategies, e-newsletters, graphic design, and branding
- Ability to deliver creative content through design (text, image and video)
- Excellent communication skills
- Multitasking and analytical skills
- Asset: Education in marketing, graphic design, new media, or a relevant field
- Asset: Storytelling skills

Commitment needed: Long-term weekly commitment

Time length: Negotiable, but preferably 5-10 hours a week

Location: Virtual WFH, with meetings in-person (as needed in Vancouver, BC)

Supported by: Communications Coordinator, other volunteers, and Program Manager (as needed)

Reporting to: Communications Coordinator and Program Manager

Impact: During this current phase of the non-profit, the Communications Assistant will enable Captain Scott Legacy Society to further its reach and find a greater network of willing and eager do-gooders and changemakers. The Communications Assistant can see that their efforts impact the mission through an increase of youth and adult participation in our programs and online platforms. The Coordinator's efforts will inspire, empower, and celebrate volunteerism in the community, making it more vibrant, charismatic, and kind!

How to apply?

Please email your resume with EITHER a brief, written introduction OR short video on who you are, why you are interested in this position, and what you hope to gain from this position to serena@captainscott.ca.

Please send questions about the position if you have any! We would be happy to chat with you.