



Social Media Assistant – Voluntary Position

Good Neighbors Canada

Good Neighbors Canada is an international humanitarian development non-governmental organization (NGO) that was founded in South Korea in 1991. After just five years of dedicated work, we achieved consultative status with the United Nations Economic and Social Council (UNECOSOC). Good Neighbors Canada officially launched in March 2017 in London, Ontario. Under the umbrella of Good Neighbors' international governance, our organization primarily focuses on fundraising, refugee and newcomer settlement programs, and global development campaigns designed to support field projects.

Good Neighbors Canada is in a period of growth with its social media platforms and, as we develop our 2024 annual strategy, we are seeking a talented, creative designer with social media experience to support our online communications.

Role

The Social Media Assistant will be responsible for the development of novel social media campaigns, and highlighting existing programs and events of Good Neighbors Canada. They will utilize their personal network or create new relationships to develop and manage relationships with influencers for support amplifying the social impact of our charity. This role is pivotal in engaging new and existing supporters of the charity, from individuals to major donors, and educating our community about sustainable development and humanitarian principles.

A. TASKS

- **Content writing:** for social media captions, blog posts about recent news, newsletters and event descriptions.
- **Graphic designing:** of social media post visuals and promotional materials such as posters, tickets, website headers and thumbnails.
- **Influencer connections:** developing an ambassadorship scheme and building relationships with microinfluencers and/or celebrities, to invite their promotions of our charitable mission and reach new audiences.

B. QUALIFICATIONS

- Passion for the nonprofit sector and a commitment to the mission of Good Neighbors Canada.



- Bachelor's degree in Communications, Marketing, Information Technology, Web Design or a related field.
- Proven experience in content creation, social media and graphic design, including analysis of engagement and audience demographic information.
- Competent in developing communications calendars and utilizing scheduling tools.
- Creativity in campaign design, willingness to try new ideas.
- Networking skills and polite, positive communication style. Previous experience managing influencer relations, and personal network of influencers, are a bonus.
- Excellent written and verbal communication skills.
- Fluency in English language.

C. BENEFITS

- As a volunteer with Good Neighbors Canada, you'll have the opportunity to contribute to meaningful projects and initiatives that have a positive impact on communities and individuals in need.
- Opportunity to connect with like-minded individuals, other volunteers, and professionals in the nonprofit sector.
- Enhance your skills in website management, communications, and social media marketing, gaining valuable experience that can boost your resume and career prospects.

Please send a resume and portfolio of recent work to Bingo at hello@gncanada.ca to apply.

Join us in making a difference and help us empower communities worldwide through the Good Neighbors Canada mission.