



## **Social Media Marketing - Volunteer**

We are pleased to offer a volunteer opportunity for you to join our team as a Social Media Marketing Volunteer role.

### **About York Region Educational Services:**

York Region Educational Services (YRES) is a not-for-profit charitable organization. YRES provides individuals in the vicinity of the York Region with free educational resources in a safe and supportive environment that inspires, motivates, and helps set the foundation for personal growth.

### **About this opportunity:**

As a Social Media Marketing volunteer, you will have the chance to build up your hard skills, such as:

- Content Strategy: Crafting and executing effective content plans.
- Social Media Management: Handling various social media platforms.
- Content Creation: Creating visually appealing and engaging content.
- The list goes on to plenty more skills such as scheduling tools, storytelling, brand Consistency, Audience Segmentation & Crisis Management.

### **Projects can involve:**

- Content Calendar Creation
- Campaign Development
- Social Media Advertising
- Community Building
- Collaboration with Other Departments

### **Requirements:**

- 12 years old or above
- Strong communication skills and interpersonal skills
- Excellent understanding of the subject matter being taught.

**The position will also work in various sectors of the company; business development, teaching, curriculum development, etc to support business growth.**