

Title: Community Engagement Ambassador (Social Media)

Volunteer Classification: Regular and Indirect (2B)

Purpose

The purpose of this position is to raise awareness about ACE and its programs, as well as increase the organization's overall community profile, through the use of social media.

Results

The volunteer's activities will result in demonstrating:

1. The impact of ACE's programs on the lives of those we serve,
2. Providing an inside look on the actions we take in addressing poverty related issues engaging potential participants to seek ACE for support
3. Showing community residents that ACE is here to help.

Volunteer activities

- Participate in online community awareness campaigns
- Collaborate on, and develop, strategies for awareness campaigns
- Capture clear and engaging photos to inform the community of our services
- Generate and post content on ACE's social media platforms
- Develop content for the organization's blog
- Collect client and student success stories
- Collaborate with other community engagement volunteers
- Collaborate on the enhancement of ACE's social media presence
- Evaluate social media platform metrics
- Occasionally support with WordPress tasks and activities
- Participate, or attend one Mental Toughness activity
- Assist in the promotion ACE's graduation celebration before, during and after event during

Measures

- Frequency of social media posts
- Social media platform metrics (followers, likes/reactions, views, etc.)
- Number of program participants that find out about our programs via social media

Age Requirements: 15 and up

Qualifications:

- Ability to engage with, participants, staff and other volunteers in a pleasant and friendly manner
- Marketing skills preferred but not required
- Reading and writing skills (grammar, spelling, etc.)
- Computer skills (Microsoft office, and/or Google Suite)
- Must be coachable and willing to be trained

- Must be adaptable and flexible to changing
- Patience
- Ability to take initiative but also work well in a team environment
- Ability to receive and provide constructive feedback
- Compassion and passion for individuals in low-income communities
- Desire to serve all individuals regardless of race, ethnicity, gender, and sexual orientation

Time frame:

- 9 months or 12 months

Days of the Week:

- Tuesdays, or Thursdays.
- Must be available on Wednesdays

Time of Day:

- Between the hours of 8am to 4:30pm
- Wednesdays 11:30am-12:30pm
- Primary hours will be from 9/10am to 3:16pm
- Hours may vary, and may be negotiable. Please speak to the volunteer supervisor to see if different hours are an option.

Number of Hours:

- 6 to 9 hours a week

Location:

The volunteer will primarily serve in ACE's main building, however there may be occasions where the volunteer will serve at ACE's other location, field trips, and community events.

Supervision

- Volunteers must attend orientation
- The volunteer will be supervised and trained on duties by one of our outreach team members
- Volunteers will receive the necessary and/or available training

Benefits

Volunteers will be a part of a dynamic team while helping in ACE's mission to rebuild lives and communities. Additionally, the volunteer will have the opportunity to develop their skills in the following areas:

- Social media management
- Communication
- WordPress
- Marketing
- Photography
- Strategy development/planning