

CSA –Social Media Coordinator

Description:

As a volunteer, under the general direction of the CSA National Coordinator and Chair, the Social Media Coordinator is responsible for developing and implementing social media strategies to increase brand awareness, engagement, and drive traffic to various social media platforms. The Social Media Coordinator will work closely with and under the general guidance of the Marketing and Communications Coordinator to develop a social media marketing strategy and plan.

General daily activities include to create compelling content, regularly post updates on events and activities, manage social media accounts, monitor online conversations, analyze performance metrics, and collaborate with cross-functional teams to ensure cohesive brand messaging across all social media channels.

Job functions:

- Use up to date social media technology to attract new followers and current followers to content
- Curate content to post weekly on Facebook, Twitter (X), and Instagram
- Maintain and update the CSA YouTube channel and Linked In
- Monitor and start conversation topics on Facebook Forum
- Monitor CSA newsletter and website posts and maintain updated content on social media
- Weekly posts of CSA support group meetings on social media platforms (with date and time)
- Keep up to date with most recent hashtags to attract new followers
- Promote conference, AGM and other events year round by creating content like countdowns, polls, live streams, etc.
- On conference and event days, take pictures to post, interview people, and find content to post on the social media platforms to promote the event as much as possible using popular hashtags and tagging key people/foundations/businesses/organizations etc.
- Create a Social Media Marketing Plan related to specific events

- Report activities and plans to the CSA Board and at the Annual General Meeting
- Monitor the effectiveness (via statistics, etc.) of Social media venues and posts
- Advise on improving Social Media to maximize reach even outside our community and to keep up to date with developments in Social Media.
- Knowledge of and experience with Canva is preferable.