



Improving the Sexual Health of East & Southeast Asians

## **JOB POSTING**

### **Social Media Volunteer**

Asian Community AIDS Services (ACAS) is a non-profit, charitable, community-based organization that provides sexual health education and support services to the East and Southeast Asian Canadian communities in Ontario.

We're looking for a volunteer who is excited to join us and craving some real-world social media experience at a unique non-profit organization to develop your career as a digital marketing professional.

#### **Full Job Description**

Hi everyone! Asian Community AIDS Services (ACAS) is looking for a volunteer to join us for our social media projects! You'll help execute a social media strategy to increase engagement and awareness. The role will entail creating content based on our services. Our volunteer positions are flexible and can be geared towards the experience you are looking for. At ACAS, you can work with the communities we serve: people living with HIV/AIDS, LGBTQ+, Asian communities, and more.

#### **About You**

You know the drill - be able to read/write/talk competently, etc. It goes without saying that you know how to use social media, so really what we'd want from you is to be someone who's good at thinking creatively, and who's excited to learn and grow personally & professionally! Up to you if you would like to work

#### **Your Social Media volunteer actions will feature:**

Be able to work at least 4 hours per week.

Learning about design tools and project management applications

Experimenting with social media content creation (post, graphic, video)

Practice conserving consistent corporate brand voice, tone and style reflected in all social media communications

Applying tracking data techniques to measure social media performance

Exploring how to effectively build a content calendar

Gaining exposure to trends & and applying that knowledge to social media

## **Skills**

Familiar with Facebook, Instagram, Twitter, YouTube, and LinkedIn

Experience with Adobe Creative Suite

Understanding of different social platforms and how to produce tailored content for each of them

Active on social media, and aware of latest trends

Comfortable creating content independently and in a team

Creativity

Copywriting

Ability to meet deadlines

Understanding how to use social planning platforms like Hootsuite (or a willingness to learn)

Understanding of designing content for social media

Able to use video editing software

We believe in developing volunteers into fully competent professionals. Our team has a ton of experience and we want to get you involved. We treat our interns like human beings (ie. no coffee runs, or whatever the Zoom equivalent would be), and we ensure that you gain REAL experience with REAL projects.

Please send your cover letter, resume, and portfolio (if you have one) to [socialmedia@acas.org](mailto:socialmedia@acas.org)