

COMMUNITY AND SOCIAL MEDIA VOLUNTEER

PURPOSE

[Startup YHZ](#) is seeking a Community and Social Media Volunteer to work closely with planning committee to create engaging content for Startup YHZ's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with entrepreneurs in Halifax.

Startup YHZ is for anyone with an entrepreneurial spirit in Atlantic Canada. We are a community of contributors and volunteers providing events and resources to help entrepreneurs succeed. An affiliate of [Startup Canada](#), the national rallying community and voice for Canada's 2.3 million entrepreneurs, Startup YHZ hosts monthly meetups to bring together a community of entrepreneurs to share resources and stories to help entrepreneurs grow their business.

KEY RESPONSIBILITIES

- Assist in the development of content for multiple social media platforms, including Twitter and Instagram
- Keep website updated to reflect relevant content (Wix website builder)
- Plan and carry out social media campaigns for monthly meetups and special events
- Take video footage and/or photographs for events and other projects that can be shared on social media
- Use your design skills to come up with compelling graphics (subject to approval) that could be shared on social media
- Work closely with the Startup YHZ committee to research, plan, implement, and evaluate social media campaigns

REQUIREMENTS

- Passion for building strong communities, both online and offline
- Students from all majors interested in social media, blogging, video production, marketing, photography, event planning, and entrepreneurship are invited to apply
- Good research, writing, speaking and organizational skills
- Creative design, photography and videography skills an asset
- Motivated and excited to execute fun, fresh and creative ways to engage with the Startup YHZ community
- Applicants should be comfortable fielding questions and encouraging online discussions

EXPECTATIONS

- Able to attend monthly meetups (typically the first Wednesday of every month) - 4 hours per event
- Monitor and promote meetups on a regular basis, 3 hours per week, time commitment will vary depending on the week

- Willing to assist with projects, campaigns outside of scheduled hours as needed

WHAT'S IN IT FOR ME?

- Opportunity to gain hands-on experience
- Work with PR, marketing and communications professionals
- Engage with a growing community of innovative entrepreneurs
- Build a strong network of business professionals at networking events
- Influence and enhance Startup YHZ social media channels
- Develop valuable portfolio content

Interested? Send resume to hello@startupyz.org and let us know why you'd love to volunteer with us! Applications will be accepted between Sept. 16 2019 and Oct. 14 2019 at 11:59 p.m.