

Welcome

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Organization Overview: South Vancouver Neighbourhood House (SVNH) is a community service agency and charitable organization serving South Vancouver since 1977. As a neighbourhood house, we work toward improving the quality of both community and family life. We offer activities and services for seniors, adults, families, youth, and children, which are determined by the needs and interests of the people living in our community. Each year, nearly 3,000 individuals participate in our programs, which are run in partnership with over 600 volunteers who donate more than 30,000 hours of their time.

Vision: Everyone in South Vancouver lives in a healthy and engaged community.

Mission: SVNH plays a leadership role in building healthy and engaged neighbourhoods in South Vancouver by connecting people and strengthening their capacity to create change.

Volunteer Role Description

Volunteer Role: Communications and Social Media Volunteer

Program/Project: SVNH Operations

Reports To: Director of Operations

Objectives:

- To develop and implement a social media strategy to increase overall reach and brand awareness
- To promote, develop, and maintain SVNH's online presence in order to maximize our impact and to promote SVNH as widely as possible in the local community
- To assist with the needs of SVNH Communications and Social Media operations

Key Responsibilities:

- Develop a social media strategy to support SVNH's programs/services and fundraising activities, and establish targets for increasing online reach
- Create processes and systems for posting regular updates to SVNH social media platforms, such as news articles, blog posts, press releases, fundraising appeals, and other promotional items
- Monitor activity and user interactions for all social media platforms
- Track the effectiveness of social media strategies and recommend changes as needed
- Develop publicity materials and communication techniques to target communities that are under-represented
- Stay current on SVNH programs and services, as well as topics important to SVNH's work, in order to share new information with our online community

Qualifications:

- Experience using key social media platforms (Facebook, Twitter, YouTube, Hootsuite, etc.), and knowledge of social media best practices
- Creative, self-starter who is able to work within a team environment
- Excellent attention to detail
- Strong written and verbal communication skills
- An interest in, knowledge of, or willingness to learn about the Community Social Services Sector and Neighbourhood Houses
- Additional languages are an asset
- Experience working with diverse populations is an asset

Schedule: Provide information about dates, times of program, if applicable

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Time Commitment: How many hours per week or month, for how many weeks or months, etc.

Benefits to Volunteer: The opportunity to share your knowledge with and engage with a not-for-profit social service organization, and to contribute to your community in a significant way. We will provide a Certificate of Appreciation for your community service.

For more information, contact Paul Riley at paul@southvan.org.