

Digital Outreach Lead

Volunteers play an integral role in delivering our promise of finding cures for Crohn's disease and ulcerative colitis and improving the lives of Canadians living with these chronic diseases. As a volunteer with Crohn's and Colitis Canada, the impact of your efforts will be felt by the millions of Canadians affected by Crohn's or colitis today, and for years to come.

We are seeking individuals who are passionate about making a difference in their community to join our team of dedicated volunteers in the role of **(Role Title)**.

*Select one of A or B whichever applies to the volunteer role, and **delete** the other:*

(A) This is a virtual volunteering opportunity.

(B) This role involves in-person interactions. Crohn's and Colitis Canada encourages volunteers and community members to be fully vaccinated against COVID-19 as defined by their local or provincial Public Health authorities. We take the health, safety and well-being of our volunteers seriously, especially in light of the fact that people with Crohn's disease and ulcerative colitis may have compromised immune systems, which is why we continue to follow the guidance of local Public Health authorities.

Are you the right fit to join our team as a Digital Outreach Lead?

As the Digital Outreach Lead, you will produce and publish digital content to help raise the profile of Crohn's and Colitis Canada, including:

- Act as lead to manage local Chapter social media accounts in partnership with others (staff/volunteer)
- Maintaining an active presence on social media platforms to share key information about the organization, events and activities or supporting national postings and content to build a strong and active community that is connected to the broader Crohn's and Colitis Canada community
- Identify opportunities to expand the audience of messages and promotion (connecting with special-interest pages/forums/groups)
- Help craft value-added, relevant messages and content that invites engagement on multiple platforms (community boards, local calendars, interaction with other social media pages and community members)
- Work in sync with existing organizational communication calendars and priorities
- Communicate regularly with staff partners (both local and national) to identify challenges and successes

Time Commitment:

- Be active on social media platforms at least 2-3 times/week, sharing at least one item per platform per week (there may be times of higher/lower activity- these will be communicated), plus on-call, reactive monitoring of content to escalate concerns
- Some evening and weekend activity is required to capture high traffic times and trending opportunities. Some daytime availability is ideal for liaison with staff partner (phone calls, emails).
- This role requires a commitment of a minimum of 6 months, longer if desired

What you bring:

- Experience with social media platforms, content development and existing activity/accounts
- Strong English communication skills (verbal/written), French an asset
- Excellent attention to detail, well organized and responsive to timely needs and opportunities

What we offer:

- A community of support, a dedicated staff partner, team of peers and role-specific training
- An opportunity to use and grow professional skills, expand your network
- A hands-on chance to make a meaningful difference in the lives of people living with Crohn's and ulcerative colitis in your community

Crohn's and Colitis Canada commits to supporting you in your role and to providing an engaging volunteer experience. Your feedback is appreciated- volunteer@crohnsandcolitis.ca