

SOCIAL MEDIA VOLUNTEER

Seeking 2-3 Social Media Volunteers



About CANIE: The Climate Action Network for International Educators (CANIE) is a grassroots initiative run by volunteers around the world and operates on the time its volunteers contribute to the goal of catalyzing action among international education professionals around the world to fight climate change. CANIE serves as a platform to bring the sector together and to act as a catalyst for action. Our aim is to develop and share resources, training and events to help individuals take action and to drive change within their institutions.

About the Volunteer Position:

Social Media Volunteers will support CANIE's Marketing and Communications Working Group, which oversees global outgoing communications and marketing strategy for CANIE. These volunteers will focus on communication efforts through CANIE's social media channels, including LinkedIn, Twitter, and Instagram, and work closely with the rest of the Marketing and Communications WG.

The Marketing and Communications WG meets on a weekly basis at a time that accommodates multiple different time zones. The WG is composed of volunteers working on communications strategy, website development and upkeep, newsletter production, and social media management.

Responsibilities

- Develop, implement and manage CANIE social media strategies
- Develop content calendars and recommend campaign strategies in accordance with CANIE global and regional chapter calendars
- Create written and visual content that encourages and increases engagement
- Monitor SEO and user engagement and suggest content optimization

Qualifications

- Experience in developing and managing social media content;
- Knowledge of and experience with SEO and user engagement social media practices;
- Experience using Canva and creating visual content;
- Adobe Creative Cloud experience a plus;
- Fluent in English, other languages are a welcome and sought-after bonus for CANIE members around the world!!

Job Type: Volunteer

Anticipated Commitment: 2-4 hours/week

Location: Remote/Global

How to Apply:

Please send an email with the subject line "Social Media Volunteer Application" along with the following information to info@can-ie.org :

1. Either a link to your LinkedIn profile OR an attachment to your resume/CV
2. A sentence or two about why you want to get involved in CANIE, or let us know you are already a member
3. Where in the world you are based

Deadline to Apply: 11:59 pm / 23:59 Pacific Daylight Time (PDT - Vancouver), 7 August 2022