



## **Volunteer Social Media Officer**

### **Position Summary**

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As a new Foundation, we really need the help of a Social Media Officer. We know this is a big job to ask a volunteer, but at this stage in our Foundation's development, we don't have the budget for paid staff.

You will help us grow our social media audience across different platforms by developing communication materials and content to raise awareness, understanding and compassion for hoarding challenges and to engage a variety of audiences around HDFFA's Vision and Mission. The time commitment for this position will be heavy at the onset, but once established we anticipate about an hour per week. You can let us know if this is a reasonable expectation!

### **Key Responsibilities and Accountabilities**

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- Develop and implement a Social Media Strategy to raise awareness of HDFFA's mission and Hoarding Disorder in general
- Develop compelling content to key target audiences, such as donors, partners, advocates, relevant governmental agencies and volunteers, with a consistent brand voice.
- Develop and increase the Brand awareness of HDFFA, through content and visuals that are representative of HDFFA's Values, Mission, and Vision
- Monitor various social media platforms for audience engagement, relevant content and general effectiveness of raising awareness and engagement with HDFFA

### **Qualifications**

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- Formal education and training from a recognized post-secondary institution in communications, social media management, journalism, public relations, marketing or a related field.
- A minimum of 1 years' work experience as a Social Media Officer or similar role
- Excellent knowledge of social media best practices
- Excellent copy writing, composition, and editing skills



- Excellent working knowledge and experience in creating engaging social media content
- Some understanding and/or life experience with Hoarding Behaviours would be great

## **Key Competencies for Success at HDFA**

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**Integrity & Trust** Adheres to an appropriate and effective set of core values and beliefs, acts in line with those values. Is trusted; is seen as a direct, truthful individual; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.

**Compassion & Empathy** Attends to and validates expressed emotions, seeks to understand participants' perspectives, and shows genuine concern for their needs. Shows positive regard to all group members. Uses positive, affirming and encouraging statements and facial expressions.

**Organizational Skills** Excellent planning, coordinating, time management, and organizational skills; including making good use of time and resources and sorting out priorities.

**Communication** Able to effectively engage with other people both on a one-to-one basis and in group settings, including understanding and responding to the needs of others in a professional manner. Excellent written communication skills.

**Collaborative Mindset** Works to achieve the common goals of HDFA, by sharing ideas, information, challenges, and successes.

**Continuous Learning** Commitment to seeking new knowledge and skills, as well as developing existing capabilities. Taking advantage of opportunities for professional development, seeking feedback on both style and performance, learning from others and gaining valuable lessons from successes and mistakes.

## **Equity Diversity & Inclusion**

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We are committed to practicing and encouraging equity, diversity, and inclusion in all the ways we provide support, deliver services, work with volunteers, and conduct the business of the foundation. We appreciate and embrace the variety of differences among people, including differences in race, ethnicity, gender, sexual orientation, age, religion, culture, ability, and more. We acknowledge and value these differences and are committed to creating an environment where everyone is respected, valued, and included. We truly believe that we can provide the most effective services and supports when we include all people of our diverse community.

To Apply for this position or to learn more about us, please contact Marjorie Keay, Board Chair at [hoardingdisorderfoundation@gmail.com](mailto:hoardingdisorderfoundation@gmail.com) or call me at 780 902 0988. Visit our website at [HDFA.ca](http://HDFA.ca) to learn more and to read stories of lived experience with hoarding disorder.

