



## Social Media Coordinator (Volunteer)

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### The Role:

The Social Media Coordinator works closely with the OGSA Board, and primarily with the Director of Marketing and Sponsorship and Webmaster to create engaging content for OGSA's social media presence, including keeping social media channels updated and brand-focused, seeking out new social media avenues and ways of connecting with audiences.

**Time commitment:** Minimum 1 year, 2-4 hours a week in the offseason; up to 6-8 hours/week during the season, and varies in line with OGSA season schedule of events (eg Gala Days require more time investment).

### Responsibilities:

- Help create and maintain the OGSA's social media plan and calendar
- Use our social media management tools to promote the activities and achievements of OGSA and its community
- Keeping our social media channels updated on a frequent basis
  - Daily – engagement as necessary with the community, sponsors, partners and followers, based on our league calendar and events and holidays during the year
  - Weekly – activity summary during season
  - As necessary to support Season milestone events eg Tournaments, Galas, Sponsor Events
- Encouraging others to comment on our posts and share them with others
- Manage social media content on OGSA Twitter, Facebook and Instagram accounts, using Hootsuite
- Keeping up to date with OGSA events and news, and choosing what to promote through our social media feeds
- Encouraging and coordinating pot and social media submissions for promotion
- Participation in OGSA projects and our events with a view to writing articles about them

### Relevant Skills, Competencies and Experience:

- Strong understanding of social media, specifically the platforms noted herein
- Relevant education (course of study) and background an asset
- Reliable, self starter, able to work independently, with good organizational skills
- Effective communicator who can write concisely and clearly

### Code of Conduct:

- Perform duties responsibly and impartially to the standards set out by OGSA in a manner that would bear public scrutiny, and as detailed in the Execute the plan in line with OGSA Social Media Policy and Code of Conduct
- Agree to maintain the confidentiality of any proprietary or privileged information to which I have access, both during and after my term. This information may include contracts, financial information, membership lists, staffing or personnel documentation and/or discussions about OGSA business

### Career Benefits:

- Development of communication and social media development skills
- PR and marketing experience to build up your CV and add to your portfolio
- Be part of a team of volunteers and meet new people
- Earn High School Volunteer Hours (if applicable)

### About the OGSA:

Formally Established in 1989 as a grass roots competitive fastpitch softball league for girls in Oakville (Halton): the OGSA has transformed into a multi-disciplinary non-profit sports authority. Oakville Angels, offers affordable, inclusive girls' fastpitch softball development year- round, providing a wholesome, fun, nurturing environment where regardless of skill level, every girl can play.

[www.oakvilleangels.com](http://www.oakvilleangels.com)

@oakvilleangels (Twitter/ Facebook)

@oakvilleangelsogsa (Instagram)

**Apply with CV and Cover letter to: [marketing@oakvilleangels.com](mailto:marketing@oakvilleangels.com)**