

## **JOB DESCRIPTION**

### **The Terry Fox Foundation – Volunteer Provincial Social Media Coordinators**

#### **About Us:**

Nearly 1 in 2 Canadians will be diagnosed with cancer in their lifetime. For 43 years, we have worked hard to achieve Terry Fox's vision – a world without cancer. Terry's vision unites us and inspires our research excellence, innovation and creativity. Our research institute is a collaboratively oriented, pan-Canadian organization focused on improving cancer research outcomes for the benefit of cancer patients everywhere. We want to ensure that today's best science becomes tomorrow's affordable medicine.

There is no other non-profit organization in Canada that consistently rates as high as The Terry Fox Foundation (TFF) in the hearts and minds of Canadians. With over 10,000 runs and events in 32 countries each year, the legacy and story of Terry Fox offers unprecedented opportunities to tell the story of this Canadian icon, promote the significant impact of The Terry Fox Foundation, and inspire generosity.

**Position:** Social Media Co-Coordinator  
4 positions available  
2 jointly held in Manitoba and 2 jointly held in Saskatchewan

**Location:** Remote

#### **Expected Hours of Commitment:**

- Initial set-up – Unknown, dependent on volunteer experience
- October-June - Approx 15 minutes / day with periodic extensions for announcements or initiatives
- July & August - 1-2 hours / day (sporadic monitoring and posting, not 2 hours at once)
- September - 1-4 hours /day (checking multiple times a day)
- Saturday September 16 & Sunday September 17 (aka Run weekend) - Required to be available monitoring Social Media all day

#### **Job Description:**

The Social Media Co-Coordinators will create, maintain and grow a social media presence for the group of approximately 30 Community Runs, in either the province of Saskatchewan or the province of Manitoba. They will work together, sharing the workload, using each other's creativity, and ensuring coverage is always available. They will update local populations with the most current information available for their Community Run, highlight special events and activities for any of the communities, answer questions from the public, and be the online representative for the provincial division of The Terry Fox Foundation.

#### **Responsibilities:**

- Share information and details for each of the province's Community Runs
- Create engaging posts to appeal to a broad range of supporters
- Interact with local Run Organizers to garner information to share
- Monitor daily national Terry Fox Foundation posts, re-posting as appropriate with regional twist
- Research facts to post online

- Create a social media plan with intended posts and messages up to 6 weeks in advance
- Reply to online questions, monitor comments

**Requirements:**

- Fluent in Facebook & Instagram
- Knowledge and experience in other social media platforms of benefit
- Either currently residing in, or a permanent resident of Saskatchewan or Manitoba
- Strong, reliable internet. Able to send and receive large data (pictures, videos)
- Strong interpersonal and communication skills
- Exceptional customer service abilities
- Ability to converse to a broad range of users of all ages and from all regions
- Courteous, respectful & empathetic
- Excellent initiative
- Ability to work as a team player
- Dependable and reliable. Able to meet deadlines

**What You Bring**

- Commitment to The Foundation's vision of creating a world without cancer
- Understanding of and adherence to The Foundation's fundraising policies and guidelines
- Commitment to establishing strong community relationships
- Responsive, organized, self-driven, ability to multi-task, and strong leadership skills
- Work ethic conducive to being the online voice of The Foundation

**What We Offer**

- The opportunity to represent the legacy of a great Canadian
- Work with a national grassroots organization that changes lives for the better everyday
- An opportunity to use and grow professional skills, expand your network
- A dedicated Terry Fox Foundation Staff Partner and team of peers
- The sense of community and accomplishment – it can't be beat!

**Join us!**

After 143 days and 5,373 kilometres, Terry was forced to stop running outside of Thunder Bay, Ontario. Before returning to BC for treatment Terry said, *"I'm going to do my very best. I'll fight. I promise I won't give up."* He never did. And neither will we. If Terry Fox and his Marathon of Hope have meaning for you and you are passionate about making a difference in the lives of people who battle cancer, The Terry Fox Foundation would like to hear from you.

**To apply:**

Submit a resume and cover letter detailing qualifications. Include samples or links to social media activity you created. Applicants will be interviewed via video chat. As 2 positions are required to work together, pairs of applicants may submit together, though it is not required. Send applications to [sk@terryfox.org](mailto:sk@terryfox.org) or [mb@terryfox.org](mailto:mb@terryfox.org). Deadline for submissions is March 31, 2023 or until position is filled.