

Mary's Meals Canada is looking for an enthusiastic, creative Social Media Team Lead to join our Community Engagement team. We are a values-driven organization, who believe in the innate goodness of people, respect the dignity of every human being; family life and believe in good stewardship of the resources entrusted to us.

You will lead the way by example while motivating and providing direction to a national social ambassador team who will post on social media, monitor all channels to engage with our supporter base. You will be passionate about harnessing the power of social media to share the incredible stories of those we serve, as well as connecting digitally with the many amazing supporters that share our vision across Canada and support all our fundraising and engagement initiatives socially.

Mary's Meals is a global movement supported by people from all walks of life and we are focused on one goal – that every child receives a nutritious daily meal in a place of education. We continue to change the lives of over 1.6 million children who today will eat Mary's Meals. Our work is mainly carried out by our wonderful army of volunteers who contribute in all sorts of different ways.

**Qualifications:**

- Must be 18 or over
- Passionate about the work of Mary's Meals and excited to become a storyteller of our mission
- Strong leadership/communication and relational skills, particularly in leading people
- Understand the best practices in leveraging digital tools, social media, and content creation
- Previous experience in website content writing is a plus
- Project management and attention to details
- Demonstrated experience with managing websites, WordPress and social media tools. Knowledge of html is a plus

**Key Activities:**

- Lead a team of volunteers in supporting Mary's Meals Canada day-to-day social media presence across Facebook, Twitter, and Instagram, including engaging with supporters, monitoring each account to answer questions and comments, and suggesting new volunteer opportunities.
- Share our social media content with your followers and help to find new followers and support for our social media channels.
- Contribute to the production of engaging digital content to help Mary's Meals Canada maintain and grow its public profile. This includes content for our social media accounts including video, blog, and email.
- Play a key role in ensuring that our digital communications accurately reflect our dearly held values. We will provide you with our Mission Statement.

**Time Commitment:**

We are looking for a volunteer with experience of utilizing a variety of social channels and a great eye for detail.

- Flexible hours – with a minimum time commitment of 5 hours per week and occasional weekend activity, all based around campaigns and required social interaction on channels
- Work from home or any mobile location of your choice

If you see this as an exciting fit and keen to gift your time, talent and leadership to make a real difference in the lives of children all over the world, we would love to hear from you.

To apply, please send your CV, social media handles and an email outlining your availability to [volunteer@marysmeals.ca](mailto:volunteer@marysmeals.ca). We will only be contacting those we are interested in for interviews.