

Volunteer Description – Social Media and Marketing

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| Position Title: | Social Media and Marketing Volunteer |
| Reports To: | Executive Director/Marketing and Communications Coordinator |
| Expected Hours: | 5-10 Hours per week |
| Salary Range: | Volunteer Position |
| Term of Employment: | one academic year |

About the ACSA

The Assiniboine College Students' Association is a not-for-profit organization, separate from Assiniboine College, which is built on the foundation of community and strengthened through our relationships with students, staff, and partners at Assiniboine. We are the voice for the student community, and we believe that diversity makes our community stronger and that together, anything is possible. We believe students deserve the opportunity to learn, share and grow with one another and discover who they are and who they want to be in a supportive environment.

Position Summary

Do you love creating content, sharing stories, and helping others stay in the know? As a Social Media & Marketing Volunteer, you'll support the Students' Association by promoting events, services, and initiatives across platforms like Instagram, Facebook, and TikTok. Your creativity will help build a stronger campus community and student connection.

Key Responsibilities

- Assist in creating and scheduling social media content (posts, stories, reels).
- Capture and edit photos or videos during events.
- Help brainstorm creative campaigns to engage students.
- Monitor social media trends and suggest new ideas for content.
- Write short captions, tag relevant partners, and use student-friendly language.
- Help design simple graphics (Canva, templates provided).
- Monitor and maintain bulletin boards on campus

Qualifications:

- Must be a current student at the Victoria Avenue Campus
- Must be in good academic standing with a GPA above 2.0
- Familiar with Instagram, Facebook, TikTok (or eager to learn!)
- Strong written communication and creativity
- Comfortable taking photos or short videos at events
- Reliable, organized, and able to meet deadlines
- Familiar with Canva or other design platforms
- Enjoys engaging with peers and being part of a team

Work Schedule:

- Shifts will be during successful candidate's free time. Some remote work may be available.

Benefits:

- Hands-on experience in social media marketing, photography, and promotions
- Volunteer hours (great for resumes, co-curricular records, or references)
- Opportunity to build a creative portfolio
- A chance to contribute ideas that directly impact student life

To Apply:

- Please complete application form and submit to Alyshia Holden (holdena99@assiniboine.net)