



## National Philanthropy Day Committee Volunteer Position Description

### SOCIAL MEDIA COORDINATOR

#### National Philanthropy Day®

National Philanthropy Day® (NPD) is a special day set aside on the 15<sup>th</sup> of November. The purpose of this day is to recognize the generous contributions of philanthropy – and those people active in the philanthropic community – to the enrichment of our world.

Every year, the AFP Greater Vancouver Chapter hosts a National Philanthropy Day Luncheon. At this event, AFP celebrates the incredible individuals, families, and organizations that generously give their time, leadership, and financial support to benefit countless people and communities through our Giving Hearts Awards (GHA). These awards were created to acknowledge the true expression of philanthropy.

Prior to the pandemic, the NPD Luncheon was attended by approximately 600 philanthropists, volunteers, fundraisers, and support staff from over 100 non-profit organizations. In 2020, our NPD committee organized a social media campaign to recognize all the Giving Hearts Awards nominees. Last year, our team of volunteers introduced two pandemic-response award categories and organized the first-ever virtual National Philanthropy Day celebration.

#### Event Details

In 2022, AFP Greater Vancouver Chapter will be celebrating its **25<sup>th</sup> anniversary** of National Philanthropy Day. Our goal is to return to an in-person event experience on **Friday, November 25**, at **Parq Vancouver** to commemorate this special milestone.

#### Volunteer Responsibilities

The **Social Media Coordinator** will work closely with the Social Media Lead and the Marketing & Communications team. This role is responsible for:

- Collaborating with the Marketing & Communications team and the Freelance Graphic Designer on projects
- Executing a social media calendar for the 2022 National Philanthropy Day and Giving Hearts Awards campaign
- Responsible for writing social media posts, sourcing images for promotional use, and creating social media graphics
- Posting regularly on our AFP Vancouver social media channels including Facebook, Instagram, LinkedIn, and Twitter, while maintaining brand consistency
- Interacting with our followers and audience on social media in a professional manner
- Ensuring sponsors receive consistent and appropriate recognition on social media

#### Qualifications

- Work or volunteer experience in the non-profit sector
- AFP Greater Vancouver Chapter member (preferred)
- Familiar with Facebook, Instagram, LinkedIn, and Twitter platforms
- Experience with social media marketing/management and Hootsuite (asset)

#### Qualifications (continued)

- Experience with graphic design and/or Canva (asset)
- Organized and detailed-oriented
- Strong communicator
- Demonstrative creative thinking skills

## **Benefits**

Volunteering with AFP gives you the opportunity to build your career by broadening your professional network and building relationships with fellow professionals in the non-profit sector located in the Greater Vancouver Area. Most importantly, volunteers contribute significantly to the development of our profession and will nurture the next generation of fundraising professionals.

## **Commitment**

Approximately 5 hours per month. The monthly commitment may increase as we get closer to the event in November.

- Attend 1-hour monthly committee meetings
- Attend subcommittee meetings when required
- Attend NPD event

If interested, please send your resume and/or LinkedIn profile to our 2022 NPD Co-Chairs, [Ellyn Schriber](#) and [Rachael Zapp](#).

---