



**Position Title:** Volunteer Digital Marketing Assistant (2)

**Immediate Supervisor:** Manager, Marketing & Outreach

### About Heritage Toronto

Heritage Toronto is a charity and agency of the City of Toronto that celebrates and commemorates the city's rich heritage and the diverse stories of its people, places, and events.

Our core annual programs are: Tours from May to October, the Heritage Toronto Awards each October, and a year-round Historical Plaques program.

### Job Description

Love connecting online with others and interested in Toronto's heritage?

The Volunteer Digital Media Assistants will help develop our social media posts and produce our e-newsletter throughout the year. The volunteer positions may also support development and posting of web content.

Volunteers may work remotely or at the Heritage Toronto office.

### Responsibilities:

- Research and fact-check content for social media (Facebook, Twitter, Instagram) and e-newsletter
- Write and post social media content and online articles
- Follow-up with internal and external content contributors
- Participate in the communications planning process and help develop editorial calendars
- Assist with comparative research and evaluation of digital communications
- Write and format web posts and calendar entries

### Requirements:

- Exceptional writing and grammatical skills, may ask to see samples of writing
- Excellent organization, accuracy, attention to detail and time management abilities
- Experience with social media, and writing and publishing online
- Knowledge of HTML
- Experience with image editing
- Experience working with data and spreadsheets
- Experience with WordPress, Eventbrite, Constant Contact or other calendar systems an asset
- Knowledge of the heritage community an asset

### Time Commitment (minimum):

10 hours/month

All volunteers will be required to attend an orientation and kick-off session; date TBC.