

**Position Title:** Volunteer Digital Marketing Assistant

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

### **About Heritage Toronto**

Heritage Toronto is a charitable agency of the City of Toronto with a mission to enhance the understanding and appreciation of Toronto's past and present among residents and visitors through education, commemoration, and celebration of the city's diverse people, places, and events.

Our core annual programs are: Tours from April 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 Assistant will help develop our social media posts and produce our e-newsletter throughout the year. The volunteer position may also support development and posting of web content.

This volunteer 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.