



Cadarackque Neighbourhood Watch

Volunteer Opening

Advisor Social Media

Works closely with Watch Leadership, providing ideas for reaching out to residents in our neighbourhood in ways that are engaging while leveraging resources and information on the cadwatch.ca system. Keep social media channels updated and mission-focused, and seek out new social media avenues and ways of connecting with youth in the community.

Job Duties:

- Propose new ideas and concepts for social media content
- Maintain the Watch social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms, integrating content with the cadwatch.ca system
- Create written, graphic, and video content (act as the Watch reporter at occasional events) while respecting privacy commitments to Watch participants
- Create content that promotes audience interaction, increases youth presence on Watch sites, and achieves growth in Watch sign-ups from residents of all ages in our neighbourhood
- Write and distribute occasional e-newsletters to Watch participants
- Administer social media communications, ensuring compliance to our zero tolerance for foul language, gossip, slander, rumour, bullying or disrespect of a neighbour.
- Use timelines and scheduled content to create a consistent stream of new content for Watch participants that meets publication commitments.

Skills and Qualifications:

Interest in marketing over social media channels. Familiar with related technology. Confident writer of engaging content, attentive to proofreading and deadline commitments.

See how we've begun at our public Facebook page:

<https://www.facebook.com/cadwatch/?ref=bookmarks>

To find out more, email: info@cadwatch.ca



Rejuvenation Team – at April 1, 2018

