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## **VOLUNTEER MARKETING TEAM FOR BURNABY NEIGHBOURHOOD HOUSE NEEDED !**

The Burnaby Neighbourhood House is a Charitable Non-Profit Organization. A Volunteer Driven community-funded agency with a unique focus on Neighbours supporting Neighbours. We are building a community and making neighbourhoods better places to live. Our Communication Supervisor is looking for a team of creative people with enthusiasm, ideas and skills. Be a creator of Burnaby Neighbourhood House Brand! First open volunteer positions: Administrative Assistant, Photographer-Social Media Reporter, Youtuber and Copywriter. Please read the description below.

Interested? Send your resume with experience highlights to: [communications@burnabynh.ca](mailto:communications@burnabynh.ca) with Marketing Team in the subject of the email. We are looking forward to work with you!

### **1. Administrative Assistant**

#### **Work Hours:**

- 2-4 hrs/wk, working from home possible
- 1 Meeting / Month – 2 hr w/ Communications Supervisor at the Office
- Training – 2 hrs in the Office

#### **Responsibilities:**

- Assist to Communication Supervisor with daily organizational agenda
- Manage all aspects of time schedule and tasks schedule in communication agenda
- Establish and maintain a table of tasks and issues of the team

#### **Requirements:**

- Strong organizational skills, understand MS Excel or other simple PM Tools
- Proficiency in using PC
- Focus on detail



## **2. Social Media Photo Reporter**

### **Work Hours:**

- Different times on events 2 hrs/wk
- 1 Meeting / Month – 1 hr w/ Communications Manager at the Office
- Training – 2 hrs in the Office

### **Responsibilities:**

- Photograph assets that are optimized for our social media channels
- Manage all aspects of photo shoot logistics, product styling and photo composition for social media assets.
- Establish and maintain a fresh picture bank accessible to the Marketing Team.

### **Requirements:**

- Strong composition skills, understand natural lighting
- Proficiency in using photo editing software
- Ability to demonstrate consistent competency across all social media channels including, but not limited, to Facebook, Twitter, Instagram, Snapchat, Tumblr and Pinterest



### **3. Youtube Content Manager**

Burnaby Neighbourhood House is non-profit organization serving all people in Burnaby. We are building a community and making neighbourhoods better places to live.

#### **Work Hours:**

- Morning / Evening – from Home - 2 hrs/wk
- 1 Meeting / Month – 1 hr w/ Communications Manager at the Office
- Training – 2 hrs in the Office

#### **Responsibilities:**

- Creates promotional videos
- Ensures all marketing videos meet required & brand specifications
- Ensures all marketing videos are proofed, approved and signed off before release
- Manages, organizes and coordinates the video library (raw footage included)
- Updates VIMEO and YouTube Accounts
- Maintains website videos
- Provides administrative support to marketing manager where needed
- Assists with team projects, where additional assistance is required
- Boosting videos and making reach analysis to improve their visibility

#### **Requirements:**

- Interested in making Youtube videos
- Time management and multi-tasking skills
- Excellent verbal and written English skills
- Experience with social media reach strategy on Youtube

#### **Asset:**

- Working knowledge of video production software
- Working knowledge of Internet technologies including Social Media



#### 4. Copywriter - Journalist

Burnaby Neighbourhood House is non-profit organization serving all people in Burnaby. We are building a community and making neighbourhoods better places to live.

##### **Work Hours:**

- Morning / Evening – from Home - 4 hrs/wk
- 1 Meeting / Month – 1 hr w/ Communications Manager at the Office
- Training – 2 hrs in the Office

##### **Responsibilities:**

- Look to the daily events that shape our industry and uncover the stories that are of the greatest interest to our audience and most relevant to the client's brand
- Once an opportunity for a story has been identified, compile the necessary research and facts needed to develop the story (may involve; interviewing people and thought leaders and leveraging research and market insights)
- Ensuring the right timing and frequency for publishing stories is an integral aspect of the job. The incumbent should be able to assess and act on story opportunities quickly without compromising editorial integrity and quality
- Communicate closely across multiple internal groups to identify appropriate story opportunities suitable for an external audience
- Research and understand possible nuances on controversial or sensitive topics
- Run with multiple story ideas in different stages of development in order to ensure a consistent flow of content coming out of the newsroom

##### **Requirements:**

- A passion in journalism
- A portfolio that demonstrates strong writing and copy editing
- Strong writing abilities, impeccable research and interview skills and a firm understanding of journalistic practices
- Strong working knowledge of social media

