

## 2018-2020 Vancouver Biennale Volunteer Social Media Coordinators March 2018 Version

### **Purpose:**

- Working with the Vancouver Biennale team to create a social media strategy as we approach our 2018-2020 exhibition and Launch
- Creating, managing and delivering content for the organization's social media channels (Twitter, Facebook, Instagram, LinkedIn.)
- Researching, planning and building comprehensive social media content calendars based on brand strategy to promote Vancouver Biennale and our upcoming 2018-2020 exhibit
- Maintaining a constant presence and buzz in social media and engaging with the community.
- Tracking and cross-promoting the activities and achievements of Vancouver Biennale alumni and our community partners.
- Managing responses to social media post comments as needed on our social media platforms.
- Fact checking, researching, and verifying response content as needed.
- Facilitating positive relationships with Vancouver Biennale online community members.
- Tracking content and reviewing its impact.
- Staying current on best practices and latest SM developments.
- Performing other duties as needed and assigned.

### **Location;**

- Some time required in our office at 290 W 3<sup>rd</sup> Avenue, Vancouver, BC or at event/installation sites
- Majority of tasks can be completed remotely,

### **Time Commitment**

- ~ 30 mins/day or 4 hours/week – plus some events.

### **Skills**

- Minimum of 1 year cumulative experience in social media management.
- Exceptional judgement and communication skills and ability to adjust tone, formality and responses as needed.
- Ability to write short, simple, and comprehensive posts.
- Adaptable and resilient attitude.

- Motivated team player who can work under own initiative and in collaboration with Vancouver Biennale staff and/or volunteers.
- A love of public art, artists and the general public as an online ambassador of the Biennale.

### **Benefits**

- Opportunity to liaise with individuals of the international art community
- Work with a dynamic group of dedicated volunteers and staff
- Access to Biennale special events subject to availability

### **Dress Code**

- Business casual when working in office
- Biennale t-shirts and colours (pink and yellow) to be worn on site if you have them