



**Role:** Social Media Engagement Volunteer

**Type of Employment:** Part-time, Immediately

**Location:** Remote

**To apply:** Via LinkedIn or by sending your resume and cover letter to [joinus@mindyourplastic.ca](mailto:joinus@mindyourplastic.ca)

Mind Your Plastic seeking a **Social Media Engagement Volunteer** to join our growing team! In this position, you will report to the Executive Director and will be joining a small team with big dreams of reducing and eliminating plastic pollution in Canada. Our team works remotely across Canada. Our ideal candidate is someone who is heavily interested in this issue and comes equipped with some knowledge of the harmful impacts of plastic pollution and solutions on how to move towards a plastic pollution free future.

If selected for this role, you will be responsible for how our online presence engages with our audience, including, but not limited to, responding to DM's, engaging with interactions on our content, and engaging with like-minded organization's accounts to grow our network.

### **Responsibilities**

- Daily engagement with our audience via social media platforms (Facebook, Instagram, LinkedIn and Twitter). Replies to comments and messages within 24 hours
- Engages regularly with relevant accounts to grow our presence and to create a strong network, particularly with regards to reaching out to Facebook groups in the community that would benefit us and develop our presence there
- Engages with hashtags used on our content to grow our presence and network
- Shares important, relevant news outside of scheduled posts via LinkedIn and Twitter
- Shares relevant stories on Instagram and Facebook
- Monitors and reports on impact and reach of efforts
- Exploring new ways to increase presence and visibility of our organization

## **Requirements and Qualifications**

- Experience running social media accounts
- Exceptional written communication skills
- Experience and passion for plastic-free living is an asset
- Uses creative approaches to support marketing and communications challenges
- Positive, sense of humour and eagerness to work in a growing team

## **Working Conditions**

- Remote, must have own equipment including laptop, reliable internet connection and effective work space
- Part-time hours, 10-15 hours per week
- Preferred schedule of Monday-Friday with times being flexible
- Working schedule to be determined upon interview

## **About Mind Your Plastic**

Mind Your Plastic is a registered Canadian charity that started in 2016. Mind Your Plastic's mission to eliminate plastic pollution in Canada.

Through our work advocating with municipal government for policies that better regulate materials used in our economy, working alongside Canadian businesses to give consumers better plastic-free choices, and our direct action programming, like our Circular Economy Ambassador Program, we are moving towards a plastic pollution-free future for #PlasticFreeLand&Seas.

Annually, over 300 million tons of plastic is produced around the world and unfortunately, more than 90% of that plastic is not recycled. Distressingly enough, much of that plastic ends up in our oceans with at least 8 million tons of plastic being dumped into the ocean each year. While plastic has become pervasive in our environment and homes, there are changes each of us can make to improve the situation, and that is what Mind Your Plastic is here to do!