



# VOLUNTEER, COMMUNICATIONS & MARKETING

DIGITAL ALBERTA

February 1, 2021 · Alberta (Remote)

## Opportunity

Digital Alberta is looking for a communications and marketing volunteer(s) who has a passion for storytelling to help develop and execute its communications plan, digital marketing strategy and social media presence. You will be working alongside members of Alberta's technology, gaming, marketing, and start-up industries, with the chance to gain connections and experience as you navigate your career in digital.

## Roles

Working with the Digital Alberta Communications Committee, while collaborating with the Website and Sustainability Committee, the Communications Volunteer will support any or all of the following tasks:

- *Social Media* — share, re-share and curate content for Digital Alberta's social channels that support social media strategy goals.
- *Blog & Newsletter Content* — write content for Digital Alberta's blog and newsletter that a) profiles a local company, creator or initiative, b) highlights a platform or service that could be of use to Alberta's digital community, or c) covers events within our landscape.
- *Design* — create digital materials that support Digital Alberta's social media and website content, including branded images or new illustrations / videos, and support the continued development of Digital Alberta's brand.
- *Podcast* — support the production (research, recording and editing) of Digital Alberta's monthly podcast series.
- *Events* — help create and promote events for Alberta's digital community, including webinars, town halls, and other networking events.
- *Metrics & Reporting* — track and prepare reports on Digital Alberta's marketing and communications KPIs.

## Skills & Knowledge

- Contains a deep curiosity for anything and everything digital
- Ability to work collaboratively

- Familiar with major social media platforms including Twitter, LinkedIn, Instagram & Facebook
- Familiar with insights/analytics on various social platforms and web
- Experience working with Adobe Creative Suite, WordPress, MailChimp
- Ability to create kick-ass content that can tell an impactful story

### **Application Process**

Fill out the form with a brief explanation on why you'd like to volunteer for Digital Alberta, and which role(s) you would be interested in taking on.

We understand you're busy with school or work, which is why this is a very flexible opportunity.