



**Social Media Ambassador  
Not Far From The Tree  
Volunteer Position  
5 hours/week  
February 2019 – February 2020**

Not Far From The Tree (NFFTT), a project of Tides Canada Initiatives Society, puts Toronto's abundance of local fruit to use by picking and sharing the harvest with social service agencies across the city. NFFTT has picked and shared over 160,800 pounds of fruit since 2008, and schedules over 300 fruit picks per season.

**The Opportunity**

We are seeking a creative, skilled communicator to assist in implementing Not Far From The Tree's social media strategy. Reporting to the Program Manager, you'll produce engaging social media content that highlights the activities and achievements of Not Far From The Tree's fruit picking and sharing program, community events, and annual harvest festival.

**Volunteer Position**

**Term:** mid-February 2019 - February 2020

**Application Deadline:** Sunday, February 10th at 11:59pm

**Who We're Looking For In A Nutshell**

- You love storytelling and communicating impact
- You love producing new and creative content through a variety of different channels
- You're an effective communicator - you have excellent writing and grammar skills
- You have a sense of humour and can harness the power of the internet meme
- You're excited to engage in person and online with the NFFTT community
- You're comfortable fielding questions and encouraging online discussions

**Key Responsibilities**

- Be the voice of Not Far From The Tree social media on Instagram and Facebook stories
- Schedule and post engaging, relevant content on NFFTT's social media channels, including Twitter, Facebook, and Instagram, and Facebook and Instagram stories
- Ensure a consistent voice and brand identity across communications
- Work with the NFFTT team to identify and execute communications priorities including: promoting NFFTT programs and events, growing NFFTT followers, and boosting follower engagement
- Take video footage and/or photographs at fruit picks and community events, and interview NFFTT constituents to produce impactful social media content
- Ensure that communication reaches a wide range of local stakeholders and diverse audiences
- Monitor social media channels for relevant content and hashtags, and engage like-minded individuals and organizations around shared interests and issues
- Track effectiveness of social media; evaluate content, review its impact and make recommendations to enhance engagement

**Qualifications**

- Self-motivated and works collaboratively with coworkers in an office setting or remotely
- Established skills and experience with social media, marketing or communications

- Excellent communication, research, writing and editing skills, with the ability to provide feedback and respond to inquiries accurately
- Exceptional interpersonal and active listening skills, and the ability to engage stakeholders and program participants in interviews for story collection
- Sound judgement, keen attention to detail and good understanding of confidentiality
- Knowledge of or willingness to learn about sustainability, local fruit and food security issues in Toronto
- Experience assisting with non-profit social media accounts and communication as asset
- Creative design, photography and videography skills an asset

#### **Expectations & Support**

- Able to work no fewer than 5 hours per week
- You'll receive a full training on all aspects of the role and NFFTT's communication strategy. You'll also receive ongoing support from the NFFTT staff team and will be invited to attend communication strategy meetings.

#### **Benefits of the Role**

- You'll gain hands-on experience in non-profit social media and communications
- You'll influence and enhance Not Far From The Tree's social media channels and our online community
- You'll use your talents and develop valuable portfolio content while making a very meaningful contribution to NFFTT

#### **How to Apply:**

Please send your resume, cover letter and portfolio materials (outlined below) to [pickme@notfarfromthetree.org](mailto:pickme@notfarfromthetree.org) with "Social Media Ambassador" in the subject line. We're accepting applications until Sunday, **February 10th at 11:59pm**. Applications will not be accepted after the deadline.

**Portfolio Materials:** Please include one writing sample (one page maximum) and one example of your social media skills.

In your cover letter, help us understand why you're an excellent candidate by addressing the following:

1. What excites you about supporting Not Far From The Tree through this position in particular?
2. Make connections with your resume — how will your past experiences will translate into success in this position?
3. What skills or experiences you look forward to developing during this role at Not Far From The Tree?

Not Far From The Tree is a project on [Tides Canada's shared platform](#), which supports on-the-ground efforts to create uncommon solutions for the common good. Tides Canada is a national Canadian charity dedicated to a healthy environment, social equity, and economic prosperity.