



**Social Media Ambassador
Not Far From The Tree
Volunteer Position
4-5 hours/week
March 2019 – 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. You'll help promote NFFTT programs and events, grow NFFTT followers, and boost follower engagement.

Volunteer Position, 1 year term

Application Deadline: Sunday, March 10th at 11:59pm

Who We're Looking For In A Nutshell

- You love storytelling, communicating impact and producing creative content
- You're an effective communicator with 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

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
- Take video footage and/or photographs at fruit picks and community events, and interview NFFTT constituents to produce impactful social media content
- Ensure a consistent voice and brand identity across communications, and 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 and make recommendations to enhance engagement

Qualifications

- Established skills and experience with social media, marketing or communications
- Comfortable fielding questions, encouraging online discussions and engaging program participants in person to collect stories for online content
- Motivated and excited to execute fun, fresh and creative ways to engage with the Not Far From The Tree community
- Creative design, photography and videography skills an asset

- 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

Expectations & Support

- Able to work no fewer than 4 hours per week
- You'll receive a full in-person training on all aspects of the role and NFFTT's communication strategy. After that, you'll work collaboratively with the NFFTT team in our office or remotely
- You'll receive ongoing support from the NFFTT staff team and 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:

Send an email outlining why you would be a good fit to pickme@notfarfromthetree.org with "Social Media Ambassador" in the subject line. Please include a short writing sample (one page maximum) and an example of your social media skills so we can see your work.

We can't wait to hear from you! The application deadline closes on Sunday, **March 10th at 11:59pm**.

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.