



TITLE: Virtual Volunteer

Reports to: Manager, Programs and Services

Position Summary and Overview

The Virtual Volunteer will be part of the Communications team.

The primary function of this position is to support and contribute to CARA's social media presence on the Twitter platform, with the goal of raising awareness of CARA and promoting its programs, membership, and services.

The Virtual Volunteer must be social-media-savvy and have an excellent command of current standards for engaging with a virtual audience.

Duties and Responsibilities

Key responsibilities for this position include:

- Generating, editing, and publishing regular content on CARA's Twitter account (@cara-acaar). Frequency may vary depending on CARA's activities; however, the expectation is to maintain at least a weekly Twitter presence.
- Moderating content and retweeting appropriate messages as necessary.
- Periodically meeting with the Manager, Programs and Services, and the Membership Engagement Committee to review and discuss social media strategy and seasonal campaigns.

Education, Experience, and Other Qualifications

The Virtual Volunteer should demonstrate the following:

- Relevant communication and presentation skills for a professional and effective social media (Twitter) presence.
- Creativity, innovation, and the ability to create content that enhances client relationships.
- A strong understanding of the digital marketplace and, in particular, how to optimize content for Twitter.
- A customer-oriented approach with a positive attitude.
- Passion for the vision and mission of CARA.
- Demonstrated experience in the use of social media (preferred).
- Ability to devote a minimum of 2 hours each month to this position.
- Willingness to participate in training (available for the right candidate).