



Position Description for GirlJam Crew Social Media Editor

The GirlJam Crew will form a team of volunteers committed to executing a dynamic girl-driven event for 5000-10000 Ontario and Nunavut members that successfully “Wows the Girl”.

Volunteer Opportunity

As part of the GirlJam Crew, you will work in a collaborative and supportive manner with the other Communications team members, in an effort to ensure an efficient delivery of services and a successful event outcome.

Key Responsibilities for the Position:

As a Social Media Editor, in conjunction with the Communications Lead and other Communications team members, you will be responsible for ensuring a heightened presence on the various Girl Guides of Canada, Ontario Council social media accounts (Instagram, Facebook and Twitter) throughout the event.

Your key responsibilities will include the following:

- Reviewing, editing and captioning the photos and videos captured by the team’s photographers and videographers for posting on social media;
- Ensuring that GGC has been granted image release permission as indicated on their IR.1, for all girls photographed, based on the protocol that will be identified and implemented by ON Council. (*Note: this does not apply if it is a group photograph where the person’s identity is not clear*);
- Assist the photographers and videographers with the downloading of their files to an identified computer;
- Strong understanding of the established [Brand Standards](#) for Girl Guides of Canada (as posted in Member Zone), such that all final versions of photographs and videos being publicly viewed meet these standards;
- Monitoring the various platforms and providing updates to the Communications Lead of the “chatter” as well as ensuring responses, where needed, are provided;
- Provide assistance to other members of the Communications team as needed;
- Flexibility for deployment to other roles during the event as needed.

Requirements for the Position:

- Availability to attend GirlJam 2020 throughout the required timeframe for your respective team (from setup to tear down) on September 25 and 26, 2020
- Strong comfort level with using the various social media platforms identified for use for the event;
- Ability to crop and edit photos to ensure photos clearly present the desired message;

- Ability to remain calm, cool, and collected in potentially stressful situations;
- Self-motivated and disciplined with the ability to multi-task;
- Strong interpersonal, organizational and problem solving skills;
- Ability to communicate in a clear, concise, understandable manner as well as listen attentively to others;
- Capacity to adjust priorities and manage time wisely in a fast-paced environment;
- Commitment to providing outstanding customer service.

Working Partnerships:

As a member of the Communications Crew, you will work with other members of the Communications team, reporting to the Communications Lead.

Term of the Position:

- This position will commence from the time of acceptance (early 2020) until the conclusion of the event on September 26, 2020;
- You may be required to participate in team meetings via conference call during the event planning stages;
- All GirlJam Crew members will be responsible to pay the registration fee of \$59 + HST. Included in this fee is a t-shirt, crest and meals during the GirlJam event.

