

## CONTENT CREATOR

## VOLUNTEERING JOB POSITION



Do you have a passion for women empowerment and storytelling with a deep understanding of what drives people to take action? Are you a social media maven with a love of design?

Mothers to Daughters, a for-impact organization whose focus is to bridge intergenerational gaps amongst women, is currently seeking a Content Creator. Reporting to the Community Manager and Strategic Creative Consultant, in this position you will create and curate content to optimize M2D visibility across all our social media.

**Opportunity:** Be part of our talented team, grow, get exposure through networking within a fast growing for-impact organization.

**Start date :** March 1st 2021

**Weekly Time Commitment:** 5 - 7 hours

**Term:** Unlimited

### **Responsibilities**

- Create high-quality and diverse content to engage our community. The channels include but are not limited to websites and social media.
- Design event flyers and work in collaboration with the Event Planner
- Initiate social media campaigns to engage our community.
- Other duties, projects, and initiatives as assigned by the Community Manager and Strategic Creative Consultant.

### **Our definition of a good fit**

- Previous social media experience ( Facebook, Tiktok, Instagram, Twitter etc.)
- A content chameleon. You know what levers to pull to get your audience to engage, buy, or share and can do so while effortlessly maintaining M2D brand tone
- Excellent graphic design skills and proficient with Adobe Suite, Canva
- Expert storyteller, quick-learner, team player, able to take feedback, and work well and support your team members

If this resonates with you, we want to talk to you! Send in your CV today at

[info@motherstodaughters.ca](mailto:info@motherstodaughters.ca).

We thank all applicants who apply, but only those selected for an interview will be contacted.