



Volunteer Role: Social Media Lead

Reports to: Marketing and Communications Chair

Pjila'si! We're saving you a seat!

Do you seek new experiences and friendships? Are you passionate about sport or learning about Indigenous cultures? Join the North American Indigenous Games 2023 as we help the Mi'kmaw Nation prepare to welcome over 5,000 Indigenous youth from across Turtle Island (North America) from July 15 to 23, 2023. We're looking for individuals who are eager to make an impact by joining our volunteer team of 3,000 community minded leaders. We want everyone to feel that they belong and you can help. NAIG 2023 is organized and executed by the NAIG 2023 Host Society, which is a not-for-profit organization and the employer of this opportunity.

What's involved?

The Social Media Lead is a central role during Games Time to ensure that all exciting cultural events, and unique stories about sports and athletes are profiled and promoted on all social media platforms. This role will collaborate closely with the Media Centre Lead and Photography Lead so that the spirit of the Games are captured via stories and use of images, while working from the Media Centre and connecting with Cultural Villages and Competition Venues Marketing and Communications Leads.

Time commitment and responsibilities:

Pre-Games (Fall 2022 - July 2023):

- 3-5 hours a month for Media Team meeting and social media planning
- Planning needs of the Social Squad for Games Time
- Meet with all Venue Team Marketing and Communications Leads to determine potential social opportunities
- Manage influencer relationships
- Assist with training of Social Media squad leading up to Games Time

Games-Time (July 15-23, 2023):

- Availability for the duration of the Games
- Based in Media Centre and will coordinate all Social Media posts during Games
- Directs and oversees the overall operation Social Squad members, edits and drafts content/stories for approval and posting to website and social media platforms
- Reviews content from Photography Lead to find content opportunities

- Coordinate needs with all Marketing and Communications Venue Team Leads during the Games

Expected start date: Fall 2022

What skills and qualifications are an asset?

Above all else, we require that all our volunteers have a desire to support and celebrate Indigenous youth as they pursue excellence in sport.

- Experience in creative writing and media relations
- Demonstrated respect for diversity and inclusion
- A solid understanding / experience managing the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram, and YouTube, adapting content to suit different channels
- 5 years minimum of social media or marketing management experience a requirement
- Leadership experience either in volunteer roles or in a workplace setting
- Previous experience working with and directing volunteers
- Ability to communicate in an effective and kind manner both in person and in written formats
- Highly responsive, thoughtful, and forward thinking
- Proven event planning and organizational skills
- Ability to make quick, sound decisions in difficult or stressful situations
- Leadership positions are required to be a minimum of 18 years of age

Ability to speak French or other languages is considered an asset but is not a requirement.

We are seeking 1 (one) person to fill this position.

I'm interested, how do I apply?

Please send a resume and letter of interest to the Volunteer Services Manager, Alex Cherry at volunteer@naig2023.com