CANADIAN OPTOMETRIC EDUCATION TRUST FUND

FONDS DE FIDUCIE DES OPTOMÉTRISTES CANADIENS POUR L'ÉDUCATION

Volunteer Social Media Coordinator

Organization: COETF
Position Type: Volunteer ($1000 honorarium)
Location: Remote
Time Commitment: Approximately 3–5 hours per month

Position Summary

COETF is seeking a creative, organized, and enthusiastic Volunteer Social Media Coordinator to help strengthen our online presence and engage our community. This role is ideal for someone passionate about communications, digital marketing, and community outreach who wants to contribute their skills to support our mission.

The Volunteer Social Media Coordinator will work closely with the leadership team to create, schedule, and manage content across social media platforms, helping to increase awareness, engagement, and support for COETF initiatives.

Key Responsibilities

- Create and schedule engaging content for social media platforms including Facebook, Instagram, LinkedIn, and X (Twitter).
- Develop graphics, captions, and promotional materials aligned with COETF's brand and mission.
- Monitor social media channels and respond to comments, messages, and inquiries as appropriate.
- Promote organizational events, programs, campaigns, and success stories.
- Track social media performance metrics and provide periodic reports and recommendations.
- Identify opportunities to grow audience engagement and increase visibility.
- Collaborate with volunteers, staff, and stakeholders to gather content and highlight organizational achievements.
- Stay informed about social media trends and best practices.

Qualifications

- Strong written communication and storytelling skills.
- Familiarity with major social media platforms and content management tools.
- Basic graphic design skills using tools such as Canva or similar platforms.

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- Ability to work independently and manage deadlines.
- Attention to detail and strong organizational skills.
- Experience in social media management, communications, marketing, or related fields is an asset but not required.
- Passion for supporting community-focused and nonprofit initiatives.

Benefits

- Gain valuable experience in nonprofit communications and digital marketing.
- Build a portfolio of social media and content creation work.
- Develop professional skills in community engagement and brand management.
- Flexible remote volunteer opportunity.
- Make a meaningful impact by helping advance COETF's mission and programs.

Tools / Platforms provided:

- CANVA *(templates available)*
- Shutterstock
- Planable

Content sources:

1. Award recipients and projects
2. COETF Funds and Initiatives
3. List of annual optometric days of observances

How to Apply

Interested candidates are encouraged to submit a brief statement of interest and any relevant social media, communications, or design experience to coetf@outlook.com. Examples of previous work or social media content are welcome but not required.