



# THE SALVATION ARMY ONTARIO GREAT LAKES DIVISION

## VOLUNTEER POSITION DESCRIPTION

<b>Name of Ministry Unit</b>	Hamilton Public Relations Office Unit D1-151 York Blvd Hamilton ON L8R 3M2
<b>Position title</b>	Social Media Community Engagement Ambassador
<b>Major objective or purpose</b>	<ul style="list-style-type: none"><li>• Increase the Social Media profile of The Salvation Army</li></ul>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Excellent and extensive use of Social Media (Facebook, Twitter, Instagram, etc.)</li><li>• Current or willing to be followers of Salvation Army in host city</li><li>• Ability to cultivate social interest</li><li>• Ability to work independently and in a team environment</li><li>• Self-motivated and disciplined</li><li>• An understanding of the mission and purpose of The Salvation Army in Canada</li><li>• Provide an original copy of a Police Records Check that is satisfactory to The Salvation Army in its sole discretion. The screening is secured either through the national Canadian Police Information Centre (CPIC) or through a local police detachment</li></ul>
<b>Duties and responsibilities</b>	<ul style="list-style-type: none"><li>• The successful candidates will coordinate their social media efforts with the local Public Relations Representative</li><li>• Ambassadors will like, share or promote approved Salvation Army key messaging, events, news and other proprietary messages to their peer networks</li><li>• It is key that ambassadors understand their role is intended to spread the word as community connectors only, not as spokespeople</li></ul>
<b>Training Support</b>	<ul style="list-style-type: none"><li>• Basic office orientation</li><li>• All legislated workplace training (if required)</li><li>• All training relevant to position (none anticipated)</li></ul>

## CONDITIONS RELATED TO VOLUNTEER POSITION

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<b>Location</b>	Hamilton Public Relations Office Unit D1-151 York Blvd Hamilton ON L8R 3M2
<b>Time Commitment</b>	<ul style="list-style-type: none"><li>• There will be an orientation session at the beginning of the term of service for approximately 1 hour</li><li>• Ongoing time commitment based on messaging and medium involved</li></ul>
<b>Length of Appointment</b>	<ul style="list-style-type: none"><li>• This volunteer commitment is for a period of 7 months but may be reviewed monthly.</li><li>• The position is renewable and extendable upon mutual agreement.</li><li>• A review will take place at frequent intervals between the volunteer and the Media Relations Representative.</li></ul>
	<b>Start Date: July 6, 2015      End Date: January 31, 2016</b>
<b>Supervision</b>	<ul style="list-style-type: none"><li>• Reports directly to the Public Relations &amp; Development Representative</li></ul>
<b>Direct Expense</b>	<ul style="list-style-type: none"><li>• None</li></ul>
<b>Measure of Success:</b>	<ul style="list-style-type: none"><li>• Ambassadors will be provided with the opportunity to participate in a review in September of 2015</li><li>• Input from participants will be used to implement recommendations to strategic improvements</li><li>• Participants are expected to report an increase of peer traffic to Salvation Army Social Media platforms through proven statistical measurement methods</li></ul>

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**Note:** This is a volunteer position and as such does not guarantee or provide for future employment with The Salvation Army. If an employment opportunity were posted externally and should a volunteer be interested they are required to apply for the position. The application would be processed through the ministry unit according to their recruitment procedures.

Volunteer	_____	_____	_____
	Name (Print)	Signature	Date
Public Relations Representative	_____	_____	_____
	Name (Print)	Signature	Date