



VOLUNTEER OPPORTUNITY

The Salvation Army in London Ontario Public Relations Department

POSITION: Social Media Community Engagement Ambassador
FACILITY: Ontario Great Lakes Divisional Headquarters
371 King St London, ON N6B 1S4

About the Opportunity

- The Salvation Army is eager to increase the profile of its mission through the use of Social Media
- Ideally we require a team of 10 experienced individuals as Social Media Community Engagement Ambassadors
- These Ambassadors will be engaged to promote The Army's Mission to their peers through established Social Media platforms

Role Description

- The successful candidates will coordinate their social media efforts with the local Public Relations Representative
- Ambassadors will like, share or promote approved Salvation Army key messaging, events, news and other proprietary messages to their peer networks
- It is key that ambassadors understand their role is intended to spread the word as community connectors only, not as spokespeople

Qualifications

- Supportive of the mission/values of The Salvation Army
- Ability to cultivate social interest
- Excellent and extensive use of Social Media (Facebook, Twitter, Instagram, etc.)
- Current or willing to be followers of Salvation Army in host city

Key Performance Indicators

- This initiative will commence in July of 2015 and will be reviewed on a quarterly basis
- Ambassadors will be provided with the opportunity to participate in a review in September of 2015
- Input from participants will be used to implement recommendations to strategic improvements
- Participants will be expected to report an increase of peer traffic to Salvation Army Social Media platforms through proven statistical measurements

Other Requirements and information

- This opportunity begins July 2015 and will continue until January 2016
- There will be opportunity to extend upon mutual agreement
- A Letter of reference will be provided upon successful completion of volunteer service
- A formal application process will be required. Please see contact information below
- 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

For more information, interested applicants are invited to contact:

Perron.Goodyear@can.salvationarmy.org

The Salvation Army Public Relations Department

or call 519-873-2982

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.

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world. Each position contributes to the mission of The Salvation Army.