



SOCIAL MEDIA, MARKETING & COMMUNICATIONS

Purpose:

- Promote the Association, as well as its benefits and activities, through the TAVA website, social media platforms, and with partner or affiliated organizations (e.g. Volunteer Toronto, PAVRO)
- Build and lead TAVA's annual communications strategy, making updates and changes as required

Term:

- Complete 2-year term, from July – June annually

Accountability/Report:

- To membership through the President
- Candidates who have been TAVA members for less than one year must provide a minimum of two letters of reference (professional or character)

Time Commitment/Responsibilities:

- **Time Commitment:**
 - Attend TAVA Workshops each month (approximately 4 hours per month)
 - Attend TAVA Executive meetings each month (approximately 2 hours per month)
 - Role support (4 hours monthly, some flexibility required depending on ongoing TAVA projects)
 - Note: Hours might increase during different events/times of the year
- **Responsibilities:**
 - Attend business and executive meetings
 - Design, monitor and update a policy framework for TAVA's external communications
 - Develop and update communications calendar to promote all TAVA events and activities, including:
 - Events Promotion: Monthly workshops, Conference, AGM
 - Awards and Bursaries Promotion
 - Annual Membership Drive/Promotion (promote member benefits and experiences, etc.)
 - Keep all social media pages up-to-date (Facebook, Twitter, Instagram, LinkedIn, and YouTube):
 - Re-share sector research/news/information from relevant sites (i.e. Volunteer Canada, Volunteer Toronto etc.)
 - Create posters (using Canva, etc.) and take photos of TAVA activities and share via website and social media
 - Monitor social media postings, feedback, requests to join groups and respond accordingly
 - Develop and present Marketing & Communications Report at Annual General Meeting
 - Provide orientation and training to successor
 - Membership, Conference and Email Support:
 - Collaborate with the Membership Chair to keep membership information current and support where needed
 - Collaborate with the Executive Committee plan/execute conference and to keep conference payment current
 - Collaborate with Executive Committee to manage tavaexec@gmail.com account
- **Brave and Healthy Team:**
 - It is the responsibility of each Executive Committee member to keep each other accountable for responsibly creating space for "braver" conversations around topics important to - or brought up by - our membership.
 - It is the responsibility of each Executive Committee member to practice good self-care (notifying other members when they need support or a break) and to keep each other accountable for responsibly maintaining a healthy space for respectful dialogue and completing the work that supports TAVA's mission, and annual Executive Committee goals.
 - Willingness to be flexible with role description and to support other Executive Committee roles as needed.
- **Ethical /Conflict of Interest Issues:**
 - It is the responsibility of ALL Executive Committee members to **NOT** promote speakers, initiatives or projects for their own personal advancement (or the advancement of those they might personally know), or that is in direct conflict with the mission of TAVA or the needs of our membership.
 - It is the responsibility of each Executive Committee member to keep each other accountable for responsibly supporting TAVA's mission, managing TAVA's budget, and in helping to address any arising ethical/conflict of interest issues.

Skills:

- Solid marketing and social media (Facebook, Twitter, Instagram, LinkedIn, YouTube) experience
- Solid organization, time management, conflict resolution, and commitment to DEI and anti-oppression practices

Benefits/Impact:

- Support TAVA and help make decisions on how the Association operates
- Increase your leadership skills and executive experience, while building your resume