



Job Description: New Media Strategist and Marketer

The Learning Disabilities Association of BC

Introduction

The LDABC, a non-profit organization that aims to improve the well being of people with Learning Disabilities in BC, is seeking an individual to become its New Media Strategist and Marketer. The position is currently on a volunteer basis.

Position Description

The New Media Strategist and Marketer is to be responsible for all or part of the following areas:

- Working with the Online Content Manager to ensure the timeliness and relevance of content displayed on LDABC's website, LDABC.ca, as well as its social media outlets Twitter, Facebook, and Delicious
- Creating and connecting other LDABC members, LDA chapters and other stakeholders in the LD communities to promote the activities of the LDABC
- Assisting with the creation of promotional materials for LDABC, including videos, posters, or online promotions

Required Skill-Set

The New Media Strategist will possess all or many of the following qualifications:

- Demonstrated marketing and networking experience with Social Media tools and Social Media campaigns
- Post-secondary educational background in Communication, English, Public Relations, or related field
- Technical knowledge an asset, such as HTML or Graphic Design