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Volunteer Description: SextEd Social Media and Digital Marketing Volunteer

Purpose

The SextEd Social Media and Digital Marketing Volunteer is responsible for promoting the SextEd sexual health texting helpline and its website through social media, Google AdWords, and other online advertising. By promoting SextEd web articles and sharing sexual health content, the volunteer will raise awareness of the helpline and educate Montreal youth.

Main Responsibilities

- Researching content and creating Facebook and Twitter posts.
- Promoting sexted.org web articles through social media.
- Educating followers by sharing content about sexual health and healthy relationships.
- Creating, tracking, and editing Google AdWords ads for sexted.org articles within Google Grant restrictions.
- Creating and reviewing other online ads, potentially including Instagram, Facebook, and YouTube ads.

Personal Qualifications and Skills

- Experience administering social media pages for promotion purposes.
- Experience with or knowledge of Search Engine Optimization.
- Strong skills validating information found online.
- Experience writing for a wide range of social media platforms.
- Preferably has experience using Hootsuite and Facebook Pages Manager.
- Experience or research around Google AdWords is an asset.
- Awareness of sex educators and sex ed orgs in Montreal and North America.
- Awareness of digital copyright laws and basic programming skills are a plus.

Time Commitment

In addition to a 16-hour weekend Volunteer Orientation, expect to give 4 hours per week. All volunteers are asked to make a six month commitment and regularly complete their hours in the ACCM office.