

**Position Title:** Volunteer Promo and Communications Coordinator

**Organization:** The Northern Lights Bluegrass and Old Time Music Society

**Location:** Remote, based out of Saskatchewan

**Reports to:** Executive Director - Tanya Wagner

**Position Type:** Volunteer

**Position Summary:**

The Volunteer Promo and Communications Coordinator plays a pivotal role in promoting the activities, events, and initiatives of The Northern Lights Bluegrass and Old Time Music Society. This position primarily focuses on maintaining social media accounts, and providing in-person coverage of events for social media. Additionally, this role involves the creation of monthly e-newsletters and the development of in-house graphics using a brand kit.

**Key Responsibilities:**

**Social Media Management:**

- Regularly update and maintain the organization's social media accounts (including Facebook, Instagram, and a Google My Business Account)
- Respond to comments, messages, and inquiries on social media platforms promptly.
- Coordinate with other team members to gather content and schedule posts effectively

**In-Person Event Coverage:**

- Attend all society events to provide live coverage on social media platforms. This includes Bluegrass at The Barn Saskatoon and Regina on June 8-9, 2024 and the music camp and festival at the Ness Creek Site, Aug 12 - 18, 2024
- Capture engaging photos and videos for promotional purposes.
- Compile event coverage for sponsorship reporting purposes.

**Newsletter Creation:**

- Design and distribute monthly email newsletters to subscribers
- Collaborate with team members to gather content and ensure newsletters are informative and engaging.

**Graphic Design:**

- Create in-house graphics on Canva using the organization's brand kit for various promotional materials, including social media posts, event flyers, and newsletters.
- Ensure all graphics adhere to brand guidelines and maintain a cohesive visual identity.

**Qualifications:**

- Excellent written and verbal communication skills.
- Proficiency in social media management and content creation.
- Strong organizational and time management abilities.
- Comfortable with in-person event coverage and photography/videography skills.(A phone is suitable for this purpose)
- Proficient in graphic design drag and drop software, particularly Canva.
- Passion for bluegrass music and the mission of The Northern Lights Bluegrass and Old Time Music Society..

**Time Commitment:**

The Volunteer Communications Coordinator is expected to post on social media on average 2 -3 times a week, with flexibility required to accommodate event coverage and special projects.

**Benefits:**

- Opportunity to contribute to a vibrant music community.
- Gain valuable experience in communications, marketing, and event promotion.
- Networking opportunities within the music industry.

**How to Apply:**

Interested candidates should submit a resume and cover letter outlining their relevant experience and why they are interested in the position to the Executive Director, Tanya Wagner, at:

partners@northernlightsbluegrass.ca

Please include "Volunteer Communications Coordinator Application" in the subject line.