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## Staff Vacancy – Social Media Manager

With the rapid growth of SEDS-Canada, we are seeking an enthusiastic individual to manage and expand our social media profile, chiefly on Facebook, Twitter, and Instagram. This position is ideal for someone who has a strong interest in space, strong communication skills, and is active on social media.

This position will involve engagement with the public to build their interest in space and our involvement in the space industry. The Social Media Manager should be aspiring to have a career in media management and digital marketing, capable of researching marketing trends, and developing strategies to deliver the SEDS-Canada mission in an engaging way. Additionally, the candidate should exemplify a basic understanding of the SEDS mandate and the ability to maintain journalistic integrity through communication with the public.

Ideally, we're looking for someone who will treat our social media accounts like their own. This includes reposting or retweeting relevant content, replying to comments, messages and tweets/retweets. Posting stories and directly engaging with our audience is also expected.

### Primary duties:

- Announce and promote our organization's activities on our social media outlets when requested by the Board of Directors or Project Managers
- Coordinate with the Graphics Team to create eye-catching images for your posts and develop ideas for graphics that exemplify the impact of SEDS-Canada competitions
- Be on the lookout for relevant news from websites, mailing lists, and social media pages from other organizations
- Capable of posting on other Facebook groups to share/promote SEDS-Canada events and opportunities, as well as request chapters and partner organizations to share/promote such events and opportunities on their social media outlets
- Identify opportunities for social media contests and campaigns that can boost our following
- Monitor private messages sent to, and public comments/questions made on our Facebook, Twitter, Instagram, and LinkedIn accounts and respond in timely fashion
- Use data analytics from Facebook and Twitter to tailor our content and maximize our reach and impact

### Requirements:

- A general interest in space, science, and technology
- Active on social media platforms
- Seeking experience in social media management
- Excellent communication skills
- You are comfortable with learning new things and researching on marketing trends and strategies (campaigns, post frequency/timings, advertising etc.) that can enhance our social media profile and maximize impact



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Time requirements: 5-10 hours per week.

This is an unpaid volunteer position. Prior experience is preferred, but not necessary - the most important fulfillment is a passion for space and ability to work in a professional environment.

Apply today by filling out an online form at [bit.ly/apply2seds](http://bit.ly/apply2seds), and we'll get back to you to set up an interview.