

Volunteer Role: Social Media and Website Coordinator (Unpaid)

Time Commitment: up to 3 hours per week

Reports To: Executive Director

Role Overview

The Social Media and Website Coordinator helps keep Dress for Success Saskatoon's online presence current, engaging, and aligned with our mission. This volunteer ensures our social media platforms and website reflect our programs, events, and community impact.

Key Responsibilities

- Update and maintain all social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Keep the website current with program information, events, news, and resources
- Create and schedule posts and visuals that highlight client success stories, volunteer opportunities, partnerships, and fundraising initiatives
- Assist with online education webinars and newsletters
- Ensure consistent branding and messaging across all platforms
- Monitor engagement and respond to basic inquiries or direct them to staff
- Compile and submit a monthly analytics report summarizing reach, engagement, and website activity

Qualifications

- Experience with social media platforms and basic website editing (WordPress or similar) as well as MailChimp
- Strong writing and communication skills
- Ability to work independently and manage weekly tasks
- Creative eye for visuals and storytelling
- Commitment to the mission of Dress for Success Saskatoon

What You Bring

- Reliability and willingness to contribute a few hours each week
- Comfort working in a flexible, volunteer-driven environment
- Enthusiasm for supporting women's economic empowerment

Send your expression of interest and qualifications/experience directly to Tracy Young-McLean, Executive Director at executivedirector@dsfssaskatoon.org