

Position: Director, Social Media
Organization: Calgary Total Rewards Network (CTR N)
Location: Calgary, Alberta
Type: Director - Volunteer

About Calgary Total Rewards Network: Incorporated in 2012, the Calgary Total Rewards Network is a vibrant, volunteer-driven organization dedicated to advancing the total rewards profession in Calgary. With over 300 members, CTR N serves as a hub for professional development and relationship building within the total rewards community.

Role Summary: As Director, Social Media, you will orchestrate memorable and engaging events that cater to the professional and personal development of our members. This role involves comprehensive event planning, execution, and strategic oversight, ensuring each event is impactful and aligns with our mission to advance the total rewards field.

Key Responsibilities:

- **Shape the Narrative:** Maintain a social media strategy that aligns with our mission and engages our members across our website, Instagram and LinkedIn.
- **Craft Compelling Content:** Create and curate content for our social media channels and member homepage using our Wild Apricot website membership management tool – **No HTML Skills required!**
- **Collaborate for Impact:** Partner with our Directors of Events and Publications to promote events and courses.

Desired Skills and Qualifications:

- **Storyteller Extraordinaire:** You have a passion for storytelling and can translate our mission into engaging social media narratives using LinkedIn and our website.
- **Strategic Visionary:** You see the bigger picture and can align our social media strategy with our overarching goals and values.
- **Analytical and Adaptable:** You can analyze social media metrics and adapt strategies to meet the evolving needs of our members.

Board Dynamics and Support:

- **Fun and Dedicated Team:** Collaborate with a board of directors that's as fun as they are focused—everyone here is passionate about making a difference in the total rewards profession.
- **Robust Support Network:** Leverage the support of enthusiastic board members, volunteers, and established partnerships to amplify our social media presence.

Benefits of Volunteering:

- **Expand Your Network:** Connect with top professionals in the field and broaden your professional horizons.
- **Develop Your Skills:** Sharpen your leadership and social media strategy skills in a collaborative environment.
- **Make a Difference:** Your efforts will directly contribute to the professional growth of our members and the advancement of the total rewards profession.
- **Leave Your Mark:** Have the flexibility to innovate and personalize your approach, making the role uniquely rewarding.

Commitment:

- **Engage and Lead:** Dedicate about 5-10 hours each month to managing our social media channels and shaping our online strategy.
- **Strategic Involvement:** Participate in monthly board meetings and strategic sessions, shaping our presence to those interested in our network.

How to Apply: If you're passionate about leading our social media initiatives, we'd love to hear from you. Please submit a brief cover letter and your resume to contactus@calgarytotalrewards.com, detailing your interest in the Director, Social Media role and any relevant experiences. Join us in shaping the future of the total rewards profession in Calgary!