

Volunteer Position Description



Position Title: Social Media Community Manager (Volunteer)

Position Purpose & Summary: [Hand Up Toronto](#) is a volunteer-run charitable organization which aims to support families experiencing food insecurity through the provision of food hampers, basic necessities and information about community resources. The Social Media Community Manager will play a vital role in fostering an engaged, respectful, and informed online community that supports Hand Up Toronto's mission to address food insecurity and in supporting our fundraising and volunteer recruitment goals. This role involves regular engagement with our digital audience, monitoring conversations, supporting content development through insights, and strengthening community trust through consistent interaction. This role can be co-coordinated between 2 volunteers to ensure a reasonable workload of 3 to 4 hours per week.

Location: Virtual

Responsibilities:

- Monitor and engage with the community across Hand Up Toronto's social media platforms (Instagram, Facebook, TikTok, LinkedIn, etc.) multiple times a day
Respond promptly to comments, messages, questions, and mentions in a professional, compassionate, and brand-aligned tone
Identify and moderate inappropriate or harmful content to maintain a safe and respectful space
- Track and report on key social media metrics (engagement, reach, impressions, sentiment, etc.)
- Provide regular summaries and insights to the marketing team to inform content and campaign strategies
- Collaborate with the marketing team by suggesting post ideas based on community feedback, frequently asked questions, and content performance
- Flag emerging trends or audience concerns and suggest community-building initiatives (e.g., polls, giveaways, challenges)
- Support digital campaigns and event promotions through active comment management and proactive engagement
- Attend regularly scheduled meetings with the Marketing team twice a month and All-Executive Meetings once a month. Meetings are held 5:30 or later on weekdays (typically Mondays).
- If possible, in-person attendance at a Saturday distribution event would be an excellent introduction to our programming

Qualifications:

- Strong understanding of social media platforms and online community behavior
- Strong teamwork skills and ability to collaborate, especially in a job-sharing scenario
- Exceptional written communication skills with the ability to maintain an empathetic, consistent, and engaging tone

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- Attention to detail and organizational skills, especially in tracking conversations and follow-ups
- Consistent time availability and self-motivation to stay engaged throughout the week.
- Experience with online community building, digital marketing, or content creation is a plus
- Ability to interpret analytics and social media insights (experience with tools like Meta Business Suite, Instagram Insights, Hootsuite, Later, or Sprout Social is an asset)

Screening Measures:

- Resume or LinkedIn profile with a brief cover letter outlining why you are interested in this position. Email: resume@handuptoronto.org
- Interview with the Marketing Director

Support & Supervision:

This role reports to and is supported by the Marketing Director at Hand Up Toronto and will work closely with the whole Marketing team.

Time Commitment & Scheduling:

- Minimum commitment of 3-4 hours per week
- Availability to check and engage with platforms at least 2–3 times daily (morning, afternoon, and/or evening)
- Biweekly virtual check-ins with the Marketing Team

Risks & Challenges of the Position:

As this role is primarily desk-based, we encourage you to set up an ergonomic and healthy working environment.

Due to the real-time nature of social media, quick response times and consistent presence may be required, which can be demanding. Clear communication with the team and boundaries around availability are important for maintaining a healthy balance.

Benefits:

- Excellent opportunity to work as part of a highly supportive volunteer team and make a concrete difference in the lives of families facing food insecurity in Toronto
- Valuable experience in digital communications, online community management, and data-informed content strategy—especially beneficial for individuals seeking employment in marketing, public relations, or nonprofit sectors
- Opportunities to grow your digital portfolio and gain mentorship in community engagement
- References available upon request after a minimum of three months in the role

To Apply: Hand Up Toronto is committed to fostering a diverse and inclusive community – everyone is welcome and we encourage candidates of all backgrounds and levels of experience to apply.

To apply, kindly email your resume and cover letter to resume@handuptoronto.org. Please add the position in the subject line.