

Volunteer Position Description



Position Title: Meta Content Creator (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 Meta Content Creator (Volunteer) is responsible for crafting engaging and impactful content for Hand Up Toronto's Facebook and Instagram platforms. This role helps drive awareness, build community, and support fundraising by producing mission-aligned content that connects with our audience. The creator will be responsible for managing content for a minimum of two weeks per month, producing at least three posts per week. This role will be shared between 2 - 3 volunteers to ensure a reasonable workload.

Location: Virtual

Responsibilities:

- Manage content for approximately two weeks each month, with a minimum of three high-quality posts per week
- Develop content that highlights Hand Up Toronto's programs, events, impact stories, volunteer opportunities, and calls to action
- Stay on top of trends, social movements, and relevant hashtags to ensure timely and relevant content
- Coordinate with the Marketing Team for access to visuals and with the Marketing Director for approvals and scheduling
- Write effective, clear captions and include relevant tags and hashtags
- Monitor basic engagement metrics and incorporate learnings into future content
- Help maintain visual consistency and storytelling style across all Meta content
- If interested, this role can be combined with our [Graphic Designer volunteer role](#).
- 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 in downtown Toronto would be an excellent introduction to our programming

Qualifications:

- Experience creating social media content that resonates with and engages an audience
- Familiarity with Facebook and Instagram features including Stories, Reels, Carousels, and other post formats
- Up-to-date on social media best practices, trends, and platform updates
- Creative thinker with strong written communication and visual storytelling skills
- Proficiency with design tools like Canva or Adobe Express is an asset
- Strong sense of initiative and ability to manage content deadlines independently

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Screening Measures:

- Resume or LinkedIn profile with a brief cover letter outlining why you are interested in this position.
- Interview with the Marketing Director
- Samples of prior Meta content

Support & Supervision:

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

Time Commitment & Scheduling:

- Minimum commitment of 3-4 hours per week
- 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.

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
- Hands-on experience creating content for a growing nonprofit brand
- Opportunity to expand your social media portfolio with cause-driven storytelling
- 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.