

Volunteer Position Description



Position Title: TikTok 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 TikTok Content Creator (Volunteer) will help Hand Up Toronto reach and engage new audiences through creative, mission-driven short-form video content. This role focuses on crafting TikToks that are on trend, visually engaging, and aligned with the organization's goals and brand identity. You'll be a key part of bringing our story to life in a fun, relatable, and powerful way. This role will be shared between 2 - 3 volunteers to ensure a reasonable workload.

Location: Virtual

Responsibilities:

- Create engaging, on-brand content for Tiktok and other digital platforms
- Develop visual and written content that aligns with current trends and platform-specific best practices
- Collaborate with the Marketing Team to support ongoing campaigns and initiatives
- Monitor audience engagement and adapt content strategies based on performance
- Stay up to date with social media and content trends to ensure relevance and effectiveness
- Assist in content planning and brainstorming sessions with the Marketing Team
- Ensure all content is consistent with Hand Up Toronto's tone, mission, and visual identity
- 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 in creating content that drives engagement and community growth
- Strong understanding of current trends across platforms like Instagram, Facebook, and TikTok
- Up to date with digital best practices, including format optimization, accessibility, and storytelling
- Creative mindset and a strong eye for visual design and tone
- Familiarity with design tools such as Canva, Adobe Express, or similar is an asset
- Able to work collaboratively with other team members and meet content deadlines

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 TikTok content

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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.