



ROLE DESCRIPTION

All committee and board members of Hal-Con are volunteers; while there are perks, this is an unpaid position. This role description is designed to create an understanding between Hal-Con and the prospective volunteer staff to ensure no miscommunication.

Role:	Social Media coordinator
Reports to:	Director of Communications
Responsibilities include:	<p>During the year:</p> <ul style="list-style-type: none"> ● Day-to-day management and development of editorial content on social media platforms, including tweets and posts to Instagram, and any other platform assigned by the Director of Communications ● Proactively interact with online communities across all platforms ● Generate community dialogue, buzz and interaction ● Answer questions and engage in conversations where necessary ● Route conversations to appropriate Committee heads and Board members for response, as necessary ● Work with the design team to create appropriate social media imagery ● Work with Director of Communications and Director of Marketing to ensure consistency of messaging between social media posts and email/press release communications ● Respond to questions etc. about Hal-Con via social media, including consulting with other board and committee members when needed ● Contribute to website content as needed <p>During the convention:</p> <ul style="list-style-type: none"> ● Post frequent social media updates highlighting con events and activities, including photos and videos where appropriate ● Monitor official Hal-Con social media profiles for attendee questions, complaints, and other communications requiring a response ● When necessary, coordinating with other board and committee members to provide responses to social media messages during con ● Address urgent communications and situations as they arise
Skills and other details:	<ul style="list-style-type: none"> ● Excellent written & verbal communication skills ● Experience in social media management an asset ● Understanding of social media platforms and how to create engaging content for each



PO Box 25110
Halifax, Nova Scotia
B3M 4H4
Hal-Con.com

	<ul style="list-style-type: none">• Understanding of how to translate brand voice onto various digital media platforms• Ability to effectively communicate with design team to ensure social media imagery is consistent with all other marketing assets
Eligibility requirements:	<ul style="list-style-type: none">• Must sign a non-disclosure and non-compete agreement
Description last updated:	January 2023

If you're interested in applying for this post, please email recruiting@hal-con.com with your interest and qualifications, explaining why you feel you'd be a great person for this position. Applications close **February 28th** and interviews will take place shortly thereafter. Only those considered for the position will be contacted.