

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



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	<ul style="list-style-type: none"><li>• Understanding of how to translate brand voice onto various digital media platforms</li><li>• Ability to effectively communicate with design team to ensure social media imagery is consistent with all other marketing assets</li></ul>
Eligibility requirements:	<ul style="list-style-type: none"><li>• Must sign a non-disclosure and non-compete agreement</li></ul>
Description last updated:	June 8, 2024

If you're interested in applying for this post, please email [recruiting@hal-con.com](mailto:recruiting@hal-con.com) with your interest and qualifications, explaining why you feel you'd be a great person for this position. Only those considered for the position will be contacted.