Georgian Good Food Box Social Media Administrator

2025-07-04

The Georgian Good Food Box is a not-for-profit food purchasing club that promotes good nutrition across the Clearview, Collingwood, and Wasaga Beach communities. It is operated and managed 100% by volunteers and each month the Good Food Box distributes over 500 bags of produce that includes an assortment of fresh fruits and vegetables to anyone in the above-mentioned communities.

The Georgian Good Food Box (GGFB) is currently seeking a volunteer **Social Media Administrator** to assist the Good Food Box with keeping our communities up to date with the program activities and events.

Role responsibilities - The Social Media Administrator volunteer would:

- Create content for the GGFB social media and website by
  - Attending regular and impromptu events such as monthly Packs, fund raisers, Expos, occasional board meetings
  - Taking and editing pictures at the monthly bag Packs, fund raisers, Expos or other events
  - Taking and editing video snippets at the monthly bag Packs, fund raisers, Expos or other events
  - Creating written content by talking to Pack volunteers, members / customers and other stakeholders

- Manage the GGFB Facebook, X (Twitter), Instagram accounts including creating, drafting & posting content, responding to followers, account maintenance etc.

- Manage the MailChimp account including creating, drafting & sending email notifications, responding to audience inquires, account maintenance etc.

- Draft, obtains approvals and sends out regular MailChimp email blasts such as the Order Deadline and Order pick up reminders as well as other periodic communications

- Conduct occasional surveys including creating, drafting & sending survey requests, account maintenance etc. Compiling survey submissions and quantifying the information gathered through surveys etc.

- Acs as primary liaison between GGFB and all Social Media corporate administration (ie. technical support, sales, general account management issues).

- Manage the gfoodbox@gmail.com email account.

- Respond to email from members / customers and general public and defer to the appropriate Board of Directors member(s) for decisions where applicable.

- Acts as a GGFB Public Relations representative and primary liaison between the GGFB, members / customers and the general public but defers to the Board of Directors before responding when required.