



Volunteer Role Description

Title: Advocate

Location: Nationwide, wherever you have access to an internet connection

Purpose: At ShelterBox, we are impatient to create a world where no family is without shelter when disaster strikes. Together, we are making an impact and you are a critical part of our movement. Every volunteer is instrumental in providing shelter to families after disaster, wherever they are in the world. Whatever skills, knowledge or spare time you have, you can play a vital part in this process. All we need is your passion.

We need volunteers who will help us raise awareness across various social media platforms. As a ShelterBox Canada Advocate, you support ShelterBox by sharing our recent news and updates from the field. You also have the opportunity to develop your own creative content.

Main Objective

Raise awareness for ShelterBox Canada through social media promotions

Tasks

- Following ShelterBox Canada across our social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Sharing our social media posts on your own channels
- Get creative - make your own ShelterBox posts and creative content to engage with people on your own social media channels – we'll provide you with all the tools and training you need to do this
- Activate in times of disaster – when major disasters strike families need our help more than ever. During this time we need the support of our volunteers to share important updates about our current response. We need your support to share these urgent updates to your network and help us to raise awareness while the disaster is in the media spotlight.

Skills

We are looking for volunteers who are familiar with social media; enjoy creating their own content; and above all have an enthusiasm for spreading the word and rallying support for ShelterBox.

Expectations

- Represent ShelterBox Canada in an appropriate and informed manner
- Keep up to date with the latest news and key information about the work of ShelterBox, including information found on the website, in training materials, at workshops and updates provided by National Office Staff
- Volunteers will receive all email updates from ShelterBox Canada – this is so that our volunteers are aware of what we are currently doing and to be knowledgeable about the language we use
- Engage the ShelterBox Canada staff if opportunities for partnerships with national corporations or media arise
- Act as a point of contact for those interested in working to promote ShelterBox Canada
- Staying in contact with the Volunteer Program Coordinator and providing them with updates

Time Commitment

You can be flexible around your schedule and volunteer whenever works best for you, all we need is your enthusiasm and willingness to get involved. Advocates are expected to post on social media a minimum of once a month, however you can always post more than this.

What you will get from us

We will support you every step of the way and are always accessible by phone and email. We provide an initial onboarding, which includes information on ShelterBox and how you can serve, ongoing training, regular emails and webinars, and up to date response information. You will also be provided with templates, content, and copy for all social media posts. Our staff is ready to support you in your role, and if you ever have any questions you can reach out to the Volunteer Program Coordinator.