



The Ontario Powerlifting Association (OPA) is looking for a talented volunteer Media Manager (formally the Newsletter Editor) to administer our social media accounts, manage the OPA Website and oversee the creation of a new digital quarterly membership newsletter. You will be responsible for creating original text and video content, managing posts and responding to followers on behalf of the OPA. You will be using **social media outreach** to grow, educate, build new relationships with the OPA membership, and to help grow the sport of powerlifting in Ontario. You will manage our association's image in a cohesive way to help achieve our outreach goals.

The ideal candidate for a Social Media Manager position would be up-to-date with the latest digital technologies and social media trends. You will have excellent communication skills and be able to represent the values of the OPA in a creative, diplomatic and tactful manner. Ultimately, you should be able to administer our website and social media presence by ensuring high levels of web traffic and member engagement.

Responsibilities:

- Manage and maintain the OPA Website; platform - WordPress
- Develop and implement a social media strategy to align with the goal of membership communication and advancement of the OPA;
- Maintain a consistent OPA presence on social media channels in a professional and tactful manner to ensure the organization is portrayed in a positive light;
- Generate, edit, publish and share engaging content (e.g. original text, photos, videos and news);
- Communicate with followers; respond to queries in a timely manner;
- Oversee social media accounts' design (e.g. Facebook, Instagram);
- Collaborate with OPA member's, clubs and sponsors to generate a digital newsletter to be distributed at regular intervals;
- Suggest and implement new features to develop sport awareness; and
- Stay up-to-date with current technologies and trends in social media, design tools and applications.

The ideal candidate would have the following skills and qualifications:

1. Strong interpersonal skills. This is essential, given that a big part of this job is networking and promoting the OPA and the sport of powerlifting in Ontario.
2. Excellent writing, editing (photo/video/text), presentation and communication skills
3. Knowledge of computer tools, web and layout design.
4. Familiarity with business applications of social media platforms (Facebook, YouTube, Instagram, etc.).
5. A background in communications, marketing or business administration.
6. A demonstrated knowledge of the OPA, our Constitution and the rules of powerlifting.
7. Innovative and creative thinking in relation to communication strategies.
8. Positive attitude, attention to detail and member-oriented.



ONTARIO POWERLIFTING ASSOCIATION

If you are interested in volunteering for this position, please send your submission to the OPA Executive by Friday January 19, 2018 by email to: [philip.brougham@gmail.com](mailto:philip.brougham@gmail.com) and [ward.brandon@gmail.com](mailto:ward.brandon@gmail.com)