



Empowering people on their healing journey with science, wisdom and compassion

Job Title: Social Media Coordinator

Job Description: The social media coordinator will develop and implement a social media strategy to increase the overall reach and awareness of the Healing and Cancer Foundation. Using our social media outlets you will promote the multiple Retreats, Talks, Seminars and Podcasts which are delivered annually both nationally and internationally.

Expectations and Responsibilities: This key member of our team will report to the Director of Volunteers.

- Identify key online channels for HCF to establish a presence
- Develop a social media strategy to advertise events, podcasts, book chapters, and establish targets for increasing online reach
- Post regular updates to social media outlets about our events, including any news articles, blog posts, press releases, fundraising appeals, and any other promotional items regarding Dr. Rob Rutledge, Dr. Timothy Walker or HCF.
- Monitor activity and user interactions for all social media outlets
- Increase our followers on Twitter, FB, Blog and LinkedIn.
- Introduce new social media channels to promote HCF and Dr. Rob Rutledge.

Time Requirements: This is an on-going role that initially requires 2 -4 hours per week for 3 months, and reducing down to 1 – 2 hours per week. The aim is to increase our reach and contacts by more than 100% to ensure awareness of our offerings, products and online presence by the summer of 2016.

Skills and Qualifications: Known for your passion, enthusiasm, and professionalism, you have the ability to deliver results. You are a dedicated, self-motivated, friendly, authentic and caring person and have a passion for contributing your talents and time to enhance individual and community wellbeing, and you have the time available to make Healing and Cancer a priority.

You have experience:

- Using key social media outlets such as Facebook, Twitter, Blog, YouTube.
- Strong writing and editing skills, with good attention to detail
- Ability to use online tools to engage members
- You can work well independently and as part of a team



Orientation and Training: There will be a one-hour orientation and training session with Dr. Rutledge and Maureen Holmes. You will be given an overview of the Foundations purpose, mission, values, programs and goals. Followed by an overview of your role and how it fits within HCF.

Benefits and recognition: This exciting and fulfilling role will allow you to gain valuable experience in social media as well as an insight into the non-profit and healthcare sectors. You will be a key factor in helping people who have been given a cancer diagnosis learn from the experience and wisdom of Dr. Rutledge and Timothy Walker PhD.

Job Location: Orientation will be in person or via Google Hangouts. The weekly work can be carried out from your home.

Contact: Sally Alshazly by email: sally@alshazly.com