



**Position Title:** Social Media Volunteer - 'Aisha Academy Canada

**Department:** National Department of Ta'lim

**Immediate Supervisor:** Principal, 'Aisha Academy Canada

**No. of Positions:** Multiple

## POSITION OVERVIEW

'Aisha Academy Canada (AAC) provides Islamic and academic education by qualified professional Ahmadi teachers to women and girls. We are looking for volunteers who will play a vital role in promoting the mission of 'Aisha Academy Canada using social media to drive awareness, engagement, and goals of the institute. Your role will be to develop our social media presence on multiple platforms. The successful candidate will be responsible for contributing, monitoring, and posting on social networks, participating in online campaigns and promotion of the events and initiatives.

## RESPONSIBILITIES

- Play a vital role in managing the social media pages of 'Aisha Academy and Girls' Hifzul Qur'an School Canada.
- Work collaboratively with the stakeholders to create the best promotional materials.
- Report the performance of managed accounts.
- Keep accounts in good standing and communicate with representatives on social media platforms to resolve any issues as applicable.
- Follow content calendars on a weekly and monthly basis.
- Monitor analytics to identify viable ideas.
- Create engaging blog and social media content.
- Thoroughly review content and get it approved before publishing to ensure it meets our Jama'at's standards, values, and modesty guidelines.
- Attend the major events in order to develop quality content for the accounts.

## QUALIFICATIONS

- Education in marketing, communications or related field
- Excellent communications skills, ability to multi-task and manage multiple projects
- Familiarity with YouTube, Twitter, Instagram, Canva/Photoshop, and Video Editing Software
- A basic understanding of social media algorithms & analytics.
- Good Photography skills will be an asset, but not required.
- Strong attention to detail, including spellings and grammar.
- Experience creating your own content for social media.
- Excellent understanding of Privacy policies and Jama'at's Social Media Policy.
- Good understanding of dashboard application management, character count, Grammar Assistance and Paraphrasing, and formatting tools

When applying for the position, please include the following:

- [Volunteer Application Form](#) (Click '[here](#)' to get the Form)

- Resume and Cover Letter
- Copy of Ontario College of Teachers' Certificate of Qualification and Registration, if applicable, and/or portfolio.
- Names and contact information of at least two recent professional references and one personal reference.

Interested Candidates can apply with confidence and a Spirit of Waqf by sending their resume to [apply@aishaacademy.ca](mailto:apply@aishaacademy.ca).

**Job Type:** Remote

**Start Date:** This position is set to start in **January 2024**.

**Deadline for applications:** We thank all applicants for their interest, however, only those selected for an interview will be contacted. Interviews will be conducted on a rolling basis as applications of qualified candidates are received. Please note, successful candidates will be required to submit a current Police Vulnerable Sector Screening Certificate.

**For further information, please contact:**

[talim@ahmadiyya.ca](mailto:talim@ahmadiyya.ca) or [board.chair@aishaacademy.ca](mailto:board.chair@aishaacademy.ca)