

## **CPRS Vancouver – LinkedIn Manager**

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CPRS Vancouver is looking for an enthusiastic and motivated volunteer digital communicator to assist in the role of LinkedIn Manager.

As one of the top professional associations in our industry, it's important that CPRS Vancouver is creating opportunities for conversations where professionals are spending time online. More and more, organizations are seeing the value of a strong content and engagement strategy for LinkedIn—and that's where you come in. In this role, you'll join a team of volunteers who are passionate about communications and public relations, and be responsible for creating, monitoring, and engaging in conversation through CPRS Vancouver's LinkedIn handle. Following CPRS' brand and values, you will own the content shared on this platform, as well as respond to requests from the CPRS Vancouver Board of Directors and ensure content deadlines are met.

### **Who are we looking for?**

Our ideal candidate is a professional-communicator with demonstrated social media management skills, ready to bring fresh ideas to the CPRS Vancouver communications committee. As the LinkedIn Manager, you should perform well under deadlines, be detail-oriented, and responsive. If you would like to give back to the Vancouver communications and public relations industry, put your skills to use to gain valuable practical experience, meet new people in the field while having some fun, we would like to meet you!

### **Responsibilities**

- Create and curate engaging LinkedIn content in-line with the CPRS Vancouver brand for a variety of marketing and communications initiatives.
- Work with CPRS Board of Directors to fulfill content needs and requests.
- Stay up-to-date with chapter/industry trends and developments to help generate new ideas to draw key target audience's attention.
- Monitor conversations, be proactive, and look for opportunities to enhance CPRS Vancouver's presence on the platform as well as come up with unique content ideas.
- Working with the Communications Director, help develop and inform a content strategy for CPRS Vancouver's LinkedIn channel.

### **Requirements**

- Current CPRS Vancouver member (full, affiliate or student membership or subscriber)
- Proven experience with social media management – LinkedIn preferred (a combination of education and other volunteer work or work experience will be considered)
- Excellent writing skills in English
- Attention to detail
- Good organizational and time-management skills
- Ability to work independently and in partnership with a team
- Self-directed and willing to take the initiative to create content and conversation for use on the platform

### **Commitment**

Time commitment may vary depending on chapter events and initiatives, but a minimum of 1 hours and maximum of 2 hours per week could be expected. Note: This is a volunteer position.