

Job Description

Social Media Liaison, Hamilton Ultimate Club

Job Title: Social Media Liaison

Organization Type: Not-for-Profit

Reports to: Communications Coordinator

Time Commitment: Part-time / Volunteer

Location: Hybrid, Hamilton ON

Number of positions: Multiple

Position Summary:

The Social Media Liaison is responsible for managing and executing the organization's social media presence to support community engagement and organizational visibility. This role involves creating and curating content, collaborating with the Communications and Events teams, and aligning social media efforts with the broader goals of the organization. The Social Media Liaison plays a key role in sharing league news, promoting events, and strengthening the organization's digital voice within the Ultimate Frisbee community.

Key Responsibilities:

Content Creation & Strategy

- Direct, plan, and create engaging social media content across platforms (e.g., Instagram, Facebook, Twitter).
- Brainstorm new ideas and formats to promote Spirit of the Game, community stories, and league culture.
- Ensure content aligns with organizational values and branding.

Collaboration & Community Promotion

- Work closely with the Communications and Events Coordinators to share and promote community events, volunteer opportunities, and league happenings.
- Reshare relevant content from community partners, local Ultimate clubs, and event organizers.
- Respond to social media inquiries in a timely and friendly manner.

League & Campaign Promotion

- Coordinate with the General Manager (GM) to post league registration promotions and important updates.

- Support seasonal campaigns, registration drives, and major announcements.

Qualifications:

- Experience managing social media platforms (TikTok, Instagram, Facebook, Twitter/X, etc.).
- Strong writing and visual content creation skills (design experience with tools like Canva is a plus).
- Familiarity with the Ultimate Frisbee community and tone preferred.
- Ability to work independently while collaborating with multiple team members.
- Strong organizational skills and attention to deadlines.

Additional Information:

- This is a volunteer role and offers flexible hours, with increased activity around league launches and community events.
- Tools used may include TikTok, Instagram, Facebook, Canva, Google Workspace, and Discord.

Interested applicants can send their resume and letter of interest to:

Steph Hall vicepresident@hamiltonultimate.com