



ORMLT Volunteer Assignment Description (DRAFT)

Social Media, Graphic Design, Photography & Videography Volunteer

About the Oak Ridges Moraine Land Trust

The Oak Ridges Moraine Land Trust is a charitable organization that focuses on conserving the ecological integrity of the Oak Ridges Moraine. Our mission is clear: "Create a thriving and everlasting ecosystem on and near the Oak Ridges Moraine." We recognize the critical ecological services provided by the Oak Ridges Moraine and Greenbelt, such as water filtration, climate regulation, and habitat preservation, and actively work to preserve these services, ensuring the long-term sustainability of the region.

We work with passionate and caring landowners and volunteers to protect and steward environmentally sensitive lands. Together, we nurture these lands, promoting health and sustainability for future generations.

Our three core areas of focus include:

- Protecting land forever. We protect beyond legislation.
- Stewardship and monitoring the properties we protect.
- Educating the public about the importance of conservation.

Position Summary and Objectives

As a Social Media, Graphic Design, Photography & Videography Volunteer, you will help us to communicate the mission of the Oak Ridges Moraine and our goals to protect land forever, stewardship and education. Your creativity, social media and digital storytelling skills will help us engage and connect with our online community. Through your content creation and digital design skills, you will play a key role in helping the ORMLT team in spreading awareness, promoting our initiatives, and inspiring action. Your work will help to amplify our message to create a lasting impact by protecting land and ecosystems – forever!

Supervisor/Contact, Accountability

ORMLT volunteers are supported by program staff and the Coordinator of the Volunteers and Community Partnerships. Ongoing consultation and communications ensure volunteers are comfortable in their roles and that questions or support is provided as needed.

Time Commitment

- Approximately 1-2 hours per week, for a minimum commitment of six months. Projects may vary throughout the year.

Location

- **This is a virtual role**, however if convenient, volunteers can do some of their work at the ORMLT office if arranged in coordination with the volunteer coordinator they are working with.

Responsibilities & Duties

- **Content Creation and graphic design:** Develop compelling and visually appealing content including images, videos, infographics and written posts for various purposes such as social media platforms, event promotions, marketing materials, the ORMLT website, and online campaigns. Ensure that all



content and designs are aligned with the ORMLT branding and messaging. Create content that resonates with our target audience and captures the essence of our mission.

- **Social Media Management:** Curate and schedule content for our social media platforms, including but not limited to Facebook, Instagram and LinkedIn. Monitor comments, messages, and mentions to foster community interaction. Create content that drives engagement, encourages participation, and supports ORMLT activities and projects. Looking at our website and suggesting areas of improvement for user experience.
- **Photography, Videography and Editing:** Capture video footage and photos that highlight our projects, events, and initiatives. Produce high-quality content that tell compelling stories, engage our audience, and showcase the impact of our work. Edit videos/photos to enhance their visual appeal and narrative flow.
- **Branding Consistency:** Ensure that all visual materials adhere to our branding guidelines, maintaining a consistent and professional visual identity.
- **Storytelling:** Tell impactful stories that highlight the impact of our projects, our activities and the support of donors and volunteers.
- **Research and Trends:** Stay up-to-date with current social media trends, digital marketing strategies, and best practices. Recommend new approaches and ideas to enhance our online engagement and visibility.

Qualifications & Requirements

- Proficiency in using social media platforms, including Facebook, Instagram, X (formerly Twitter), Youtube and LinkedIn
- Strong creative skills, with the ability to design graphics, edit photos, and create engaging visual content.
- Excellent writing and communication skills, with an understanding of effective online communication.
- Basic knowledge of digital marketing principles and social media analytics.
- Familiarity with tools such as Canva, Adobe Creative Suite, or other content creation software.
- Self-motivated, organized, and able to manage multiple tasks and deadlines.
- Passion for our mission and a desire to make a positive impact through digital storytelling.

Training

- Complete a volunteer orientation and review volunteer handbook.
- Participate in role specific training (if required)
- Review ORMLT resource materials to become familiar with our mission and the work we do.
- Complete a risk management and confidentiality waiver.

Benefits

- Contribute to a meaningful cause and help amplify the ORMLT mission through digital channels.
- Gain practical experience in content creation, social media management, and digital marketing.
- Develop and showcase your creative and communication skills.
- Collaborate with a passionate team dedicated to making a difference.
- Build your portfolio of content and campaigns.