



# Ontario Gang Investigators Association

## Director of Social Media

---

The Ontario Gang Investigators Association (the Association) is seeking interested candidates to perform the duties of the Director of Social Media in the capacity of an Executive Board Member of the Association.

**Compensation:** This is a volunteer position

**Commitment:**

- One Meeting per month, set in advance (virtual or in-person) and all other ad-hoc meetings as needed
- Volunteer at Annual Conferences and other training events
- Respond to emails/phone calls to conduct association business between meetings

**Requirements:**

1. Must be eligible for membership through full-time employment in a supported profession
  - Peace Officers as defined under the Criminal Code of Canada;
  - Special Constables under the Ontario Police Services Act;
  - any duly appointed auxiliary police officer;
  - civilian staff in the justice community where their primary responsibilities include a law enforcement component;
2. Must not conflict with the purposes of the Association
3. Must be in good standing with your organization

**Duties of the Director of Social Media:**

The Director of social media is responsible for implementing ONGIA's social media strategy and regularly maintaining its social media presence. This will include regularly maintaining the organization's social media accounts and uploading content. It will also include close cooperation with other Directors. The Director of social media shall perform all duties incident to the office and other such duties as provided by these bylaws or as may be prescribed from time to time by the Board of Directors.

Specifically, the Director of Communications shall:

- a) Keep abreast of social media trends; respond to changes relevant to ONGIA's marketing strategies;
- b) Use social media tools to create and promote the ONGIA's brand;
- c) Build an effective content strategy to engage the audience, increase traffic and boost conversions around ONGIA and its goals;
- d) Plan, design, implement and monitor social media marketing campaigns;
- e) Create, curate and manage social media content, including text, audio, visual and multimedia formats;
- f) Create comprehensive marketing plans to boost brand image, increase customer engagement and improve conversions;
- g) Responsible for the creation, maintenance, and security of all Corporation social media accounts;
- h) Develop or update the social media strategy in conjunction with the President and Vice President and implement it accordingly;
- i) Monitor the Corporation's social media accounts for any external posts or comments that are deemed inappropriate, and will alert the President and Vice President to determine the appropriate response;
- j) Create, assist with, and/or supervise the creation and online publication of any materials on ONGIA's social media accounts; and provide a concise and accurate written report of all activities within the portfolio since the last report at all scheduled meetings of the board of directors.