MIAG
CENTRE FOR DIVERSE WOMEN & FAMILIES

Volunteer Opportunity at MIAG:
Social Media, Marketing & Administrative Support for MIAG Training Unit (MTU)

About MIAG

MIAG Centre for Diverse Women & Families is a not-for-profit charitable community organization serving diverse communities for over 44 years. MIAG offers a range of community-driven, culturally responsive and innovative programs that promote the holistic care & well-being of women, men, seniors, children, youth and families. Its distinctive approach brings together mental and physical wellness, women's health and economic empowerment, employment pathways, healthy aging, youth and family well-being, social engagement, digital literacy and skills development. Through community capacity building, meaningful outreach and practical solutions, MIAG responds to evolving needs, bridges service gaps, and creates opportunities for greater independence, resilience and inclusion

About the MIAG Training Unit (MTU)

The MIAG Training Unit provides training opportunities to help individuals and groups to develop skills, expand their knowledge, and strengthen their personal and professional capacity.

Volunteer Position Overview

MIAG is seeking a motivated and creative volunteer to support MTU with social media management, digital marketing, email communication, administration, and community outreach. This is a great opportunity for someone with an interest or background in IT, digital marketing, communications, or administration to gain practical experience while contributing to meaningful community initiatives.

- **Time commitment:** Minimum 4–5 hours per week for at least 3 months.
- **Work arrangement:** Primarily online, with occasional in-person activities as needed.
- **Schedule:** Flexible.

Key Responsibilities

1. Social Media & Digital Marketing

- Create and schedule engaging social media posts to promote MTU training programs.
- Design posters, graphics, and short videos using Canva and other digital tools.
- Use AI tools to support content creation and marketing activities.
- Help maintain social media calendars and monitor audience engagement.

2. Email Monitoring & Administrative Support

- Regularly monitor the MTU email account and respond to participant inquiries.
- Communicate with participants about training schedules, registrations, and program updates.

- Assist with email writing, record keeping, contact lists, and other administrative tasks.

3. Digital Outreach & Networking

- Promote training opportunities through social media, Mailchimp, and other digital platforms.
- Help connect with community organizations and potential participants.
- Research outreach opportunities and update networking lists to increase awareness of MTU programs.

4. Content Creation & Communication

- Write, edit, and proofread promotional messages, emails, newsletters, and training announcements.
- Contribute creative ideas to improve online communication and community engagement.

Skills & Qualifications

- Background or interest in IT, digital marketing, communications, or administration.
- Good written communication and organizational skills.
- Familiarity with Microsoft Office, Canva, and AI tools.
- Knowledge of social media platforms such as Facebook, Instagram, X, YouTube, and LinkedIn.
- Creativity, attention to detail, and willingness to learn.

Benefits of Volunteering

- Gain practical experience in digital marketing, administration, and community outreach.
- Develop skills in Canva, AI tools, social media, and professional communication.
- Contribute to meaningful community programs and services.

How to Apply

Interested candidates are invited to send their resume to **Farida at farida@miag.ca**.