



Board of Directors Opportunity

Position: Web and Social Media Lead, Board of Directors (Volunteer Position)

About TROtt

The Therapeutic Riding Association of Ottawa-Carleton (TROtt) is a registered charity that has been serving children, youth, and adults with physical and intellectual disabilities for over 35 years.

Based in south Ottawa, TROtt provides subsidized programming for children and adults with conditions such as cerebral palsy, spina bifida, stroke, acquired brain injuries, multiple sclerosis, sensory integration dysfunction, cognitive delay, Downs Syndrome, visual impairments, and others. We are an employer of CanTRA and Equine Canada certified instructors and coaches, and work with experienced physiotherapists and highly trained volunteers to offer a range of therapeutic equine-assisted services.

About the TROtt Board of Directors

The TROtt Board of Directors is a management board responsible for both the governance of the organization and the managerial oversight of its operations. The Board's twelve members meet monthly, each manage a portfolio of administrative tasks, and take part in project sub-committees. We are currently recruiting a new Director to fill the position of Web and Social Media lead.

Key Responsibilities

- Leads/coordinates online communications for the organization
- Drafts and posts social media content (including original content and content to share i.e. news articles, images, etc) to encourage engagement
- Supports the Communications and Marketing Lead for website, social media communications and other related projects
- Works with Fundraising Lead in the promotion and communication of fundraising events and initiatives on the web and social media
- Tracks analytics of social media posts (to see what posts perform well, what posting times reach the most people, etc)
- Works with other Board members and staff to keep website up-to-date and ensure relevant information is accurate

Qualifications

- Ability to work 10 – 20 hours per month on Board projects and initiatives (most work can be done at home)
- Excellent verbal and written communication skills.
- Demonstrated ability to work independently, exercise confidentiality and good judgment.
- Self-starter with strong organizational and time management skills with a strong attention to detail and an ability to prioritize
- Experience in using social media for business purposes, including content development, scheduling and analytics
- Experience with WordPress or other webpage platforms an asset
- Knowledge of the Equestrian Industry an asset

Time Commitment

Each Board member spends approximately 10 – 20 hours/month on their respective tasks (time commitment each month may vary) for the duration of a 1-year term (renewable). The incumbent must attend monthly board meetings in addition to carrying out portfolio activities. Board meetings occur on the evening of the second Tuesday every month.

To apply for this position please send a resume and covering letter to sof_gauthier@hotmail.com no later than January 22nd, 2017.

For more information about TROtt please visit www.trott.ncf.ca or find us on [Facebook!](#)