

# SYNERGY

## FOUNDATION

<b>Title</b>	Instagram Reels Creator (volunteer opportunity)
<b>Location</b>	Opportunity to work remotely, on location, and from our office, 300 - 569 Johnson St, Victoria
<b>Term</b>	As soon as possible, flexible but ideally until August 30, 2022
<b>Hours</b>	1-5 hours per week, flexible with your school schedule

The Synergy Foundation is an equal opportunity workplace. We are committed to equal volunteer and employment opportunities regardless of race, colour, ancestry, religion, gender, sexual orientation, ability, socio economic status, or age.

### SYNERGY FOUNDATION

The [Synergy Foundation](#) is a Victoria based non-profit that was created in 2013. Since its inception, Synergy Foundation has focused on innovative projects and programs that have pushed the envelope, supported hundreds of businesses, and turned great ideas into action. Our three focus areas are green business, food security, and circular economy. This is represented in our core projects, the [Vancouver Island Green Business Collective](#), [FED](#), and [Project Zero](#).

### INSTAGRAM REELS CREATOR: THE VANCOUVER ISLAND GREEN BUSINESS COLLECTIVE

The Instagram Reels Creator will work directly with the Vancouver Island Green Business Collective (VIGBC) team to develop content for our instagram presence ([@vigreenbiz](#)). Reel content will include, but not be limited to:

- VIGBC members and their business, products, and/or services
- Green business tips and tricks
- Green product features
- VIGBC Processes (Ex. site visits)

## RESPONSIBILITIES

- Create custom reels for the VIGBC instagram page
- Post content and engage with audience
- Track engagement
- Work with team members to brainstorm content and develop outlines for reels
- Connect with VIGBC members to develop content on their business, products, and/or services
- Follow Tiktok and Instagram trends and bring relevant suggestions to the team

## SKILLS NEEDED

- Experience developing instagram reels
- Great aesthetic, shooting, and editing skills
- Interest in marketing and keen to express creativity
- Attention to detail
- Strong verbal and written communication
- Customer-oriented and good time management skills
- Ability to work independently and as a team
- Interest in sustainable businesses is a plus
- Comfortable using voice and/or being in videos is a plus

## REQUIREMENTS

- Post secondary student
- Based in Greater Victoria
- Fully vaccinated against the Covid-19 virus, shortlisted candidates will be asked to show proof of vaccination
- Working cellphone to be used for reel development

## WHAT'S IN IT FOR YOU

- Build your experience working on a social media for an organization
- Opportunity to grow your skills
- Learn about green business practices and the strong network of sustainable businesses we have in the community
- Connect with our VIGBC members and grow your network
- Work with a group of awesome individuals that are passionate about the environment and finding solutions to reduce our impact

## TO APPLY

If interested in the position please email us at [info@synergyfoundation.ca](mailto:info@synergyfoundation.ca), using the subject line *Instagram Reels Creator - VIGBC*. Please answer the below questions.

1. Can you tell us a little about yourself?
2. What are you studying at school?
3. Creating instagram reels is the main part of this role, briefly describe your experience and why you believe you are the right candidate to take on these responsibilities.
4. Why would you like to volunteer with us at Synergy Foundation?
5. *\*Optional\** Send us a link to a reel you've created in the past

Thanks for your interest in volunteering with Synergy Foundation, we look forward to hearing from you!