



**United Way**  
Central & South  
Okanagan Similkameen

## **Volunteer Writer**

### Goal of the position:

Raise awareness of the big issues in our community and motivate people to get involved.

### Scope of the position:

Depending on skill set and time allotted, writing stories that highlight the impact of United Way investments and individual stories of people in our community impacted by United Way; writing a bi-weekly blog, writing op-eds and thought leadership articles, supporting resource development team with key messages and content. Position can be fulfilled remotely.

### Core responsibilities – will vary depending on time of year and staff resources:

#### **Impact Stories**

- ✚ Writing and editing a handful of human interest stories to share on a blog, social media, website and campaign toolkit. These stories are provided by community partners and reflect real-life local situations for clients supported by United Way programs.

#### **Blog**

- ✚ Maintaining a blog with new or repurposed content from stories, media releases and events generated by United Way and community partners.

#### **Op-eds and thought leadership**

- ✚ Gathering and/or writing compelling and creative articles highlighting the social issues in our community. To be distributed to local media for print and online production, on our website and on social media.

#### **Website content creation and editing**

- ✚ Creating and editing content for website

### Commitment:

- ✚ 2 - 4 hours per week or if schedule permits, 1 day per week.
- ✚ Flexible time commitment
- ✚ Ideal for home-based, remote work.

Skills Required:

- Communications or journalism background
- Willingness to advocate on behalf of the United Way
- Effective communicator and/or writing skills
- Solid understanding of social media platforms and blogs

Excellent opportunity to build communications skillset and enhance resume for a student, post-graduate or retired Marketing professional...anyone interested in giving back to your community!

Send resume with cover letter confirming your availability to:  
[Marianne@unitedwaycso.com](mailto:Marianne@unitedwaycso.com)