



Ministry Position: Social Media & Website Volunteer

Date Last Reviewed: January 2026

◆ **Position Overview**

Under the direction of the Pastor, the Social Media & Website Volunteer manages and produces social media communications for the parish in all applicable social media channels and maintains the parish website as needed. Additional responsibilities may include photography and videography at events, as well as assisting in the production of print and digital materials used by the parish for the promotion of programs, events and various ministries.

◆ **Activities/Responsibilities**

- Collaborate with the Pastor and Pastoral Team as required to agree on social media content and website content.
- Develop and implement an effective social media presence consistent with the established communication strategy of the parish.
- Ensure that social media contents comply with the Archdiocese's Social Media Policy, adhere to the Archdiocese regulations and align with the parish's goals and guidelines.
- Create and post social media content (i.e. graphics, static posts, videos, reels) through the parish's social media channels that promote the mission and vision of the parish, increase awareness, and boost follower engagement.
- Monitor and respectfully respond to comments and postings from followers as needed.
- Prepare and edit photography and videography for programs, events, promotional materials and use on social media.
- Review similar parish websites on an ongoing basis for ideas and to ensure that the parish website meets current standards.
- Seek appropriate resources and create content that would be relevant to website users.

The Activities/Responsibilities listed above may not completely reflect the ministry performed at this parish. Please refer to the 'Other Specifics' box for duties that are specific to this parish.

Other specifics:

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◆ **Skills, Experience and Qualifications**

- A member in good standing with the Catholic Church.
- Interested in parish life with a desire to serve the parish.
- Understands that social media and the internet, as mediums, are powerful tools, which can engage and inform the community.
- Regularly uses social media and the internet and is familiar with current standards.
- Proficiency in photography, videography, and various editing techniques.
- Experience working with Episerver CMS (cloud-based platform used by the Archdiocese of Toronto) when supporting the parish website.
- Is an active participant in parish worship.
- Is recognized within the parish community as a person of good reputation.

◆ **Personal Traits and Qualities**

- Desires to serve the community and commit time and talents to this ministry
- Honest, trustworthy and enthusiastic
- Able to communicate well with others
- Able to work independently or as part of a team
- Demonstrates good attention to detail and creativity
- Ability to quickly react to situations as they arise
- Comfortable with being accountable and is sensitive to the observance of proper boundaries

◆ **Screening Requirements**

This is a High Risk/Position of Trust.

Before volunteering begins:

- Complete a Volunteer Application Form
- Attend interview and have personal references checked
- Complete a Police Information Check
- Complete appropriate training and orientation

After volunteering begins:

- There will be supervision and periodic evaluations
- An annual Offence Declaration and a new Police Information Check every 5 years
- Participant follow-ups may be conducted

◆ **Orientation and Training**

Standard parish orientation program, including AODA training. Training on EPiServer CMS provided by the Management Information Services (MIS) Department.



◆ **Participant Group**

There is no participant group. There will be collaboration with the Pastoral Team.

◆ **Support, Supervision and Evaluation**

The Pastor and/or Pastoral Team is the first level of support, supervision and evaluation.

◆ **Length of Ministry Appointment**

One (1) year term with the ability to renew.

◆ **Benefits and Working Conditions**

- Will directly contribute to the social well-being of the parish community.
- Will further develop relational skills.
- Opportunity to perform community service and gain experience for the purpose of school or career advancement.
- Must be able to attend the orientation session and training sessions as required.
- This is a volunteer position requiring a time commitment of _____ hours per week/ _____ hours per month.

In compliance with the Accessibility for Ontarians with Disabilities Act (AODA), the Archdiocese of Toronto provides reasonable accommodation to individuals with disabilities. Prospective and current volunteers are encouraged to discuss potential accommodations with their Pastor.

This Ministry Position Description accurately reflects the ministry of **Social Media & Website Volunteer** currently practised at, **Click here to enter Parish name**.

Pastor's Signature
(Click here to enter the Pastor's name)

Parish Volunteer Screening Coordinator's Signature
(Click here to enter the Coordinator's name)

Date

Prepared by: Archdiocese of Toronto, Volunteer Screening Department