

WHERE HISTORY TAKES FLIGHT!

**Content Writer (Communications Team)  
Volunteer Role Description**  
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Have a passion for aviation and a flair for online communications? The Alberta Aviation Museum is looking to recruit a team of volunteer content creators for our online publications and social media channels.

Join a growing creative communications team dedicated towards boldly sharing Blatchford aviation stories and shining a spotlight on Edmonton as a window to the world!

**Team Supervisor:** Marketing & Advancement Coordinator

**Content Writer responsibilities include:**

- Working with a creative team alongside the museum's Marketing and Advancement Coordinator to create online conversation and highlight Blatchford Field's rich aviation history.
- Researching Alberta aviation history related topics (combining museum collection and online sources, interviews and more)
- Writing clear, engaging marketing copy to help promote our programs and services.
- Preparing well-structured social media series/campaigns that are scheduled and coordinated on a quarterly basis.

**Content Writer job description**

We are looking for volunteer content writers to join our communications team and enrich our social media conversations, website blog posts and newsletter, Blatchford stories and marketing promotions.

Content Writer responsibilities include team collaboration with marketing and archive in researching and generating ideas for new content campaigns and digital newsletter features and updates. If you are familiar with producing online content and have an eye for detail, we would like to meet you. Feel free to share with us samples of your work or your published articles, along with your volunteer application.

Ultimately, you will be joining a supportive team highlighting unique stories of Blatchford Field that appeal to our audiences, attract patrons to the museum and boost the museum's brand and community awareness.

## Responsibilities

- Work with the museum's communications dream team to produce a regular quarterly content schedule for the museum's online social media channels, website blog, and e-newsletter.
- Research Alberta aviation history related topics (combining museum collection and online sources, interviews and more)
- Writing clear, engaging marketing copy to help promote our programs and services.
- Prepare well-structured draft content campaigns for social media content management systems.
- Assist in the writing/proofreading/editing of blog posts and newsletter articles before publication.
- Coordinate/collaborate with communications team to create highly visual, informative content.
- Share and promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics.
- Ensure all-around consistency (style, fonts, images and tone)
- Act as a brand ambassador for the Alberta Aviation Museum
- Attend and participate in volunteer team meetings (In-Person or Online)

## Assets for Consideration

The following qualities are considered assets for this opportunity. Interested applicants at any skill level or expertise are encouraged to apply. Training will be provided:

- Experience specializing in content creation for any of the following platforms: Facebook, Twitter, Instagram, Youtube, TikTok and Hootsuite.
- Passion for doing historical research.
- Samples of previously published articles or social media campaigns
- Familiarity with e-newsletter publications.
- Excellent writing and editing skills in English.
- Ability to set timelines and deadlines.
- Ability to collaborate within a team.
- Positive and professional approach towards customer service
- Access to a camera (cellphone or otherwise)
- Familiarity with editing software such as Adobe Creative Suite
- Education in marketing or social communications are considered assets.

