

Volunteer Opportunity

Digital Communications Support for the Westside Seniors Hub Website &/or Newsletter

Digital communications are essential for the Westside Seniors Hub's (WSH) mission: building a more responsive and resilient community for seniors on Vancouver's westside. We are a coalition of 20 not-for-profit and municipal organizations serving seniors through the power of collective action. Our WSH website and quarterly newsletter, *HubBytes*, are essential components of our external communications to connect seniors with their community and Hub Partners.

The volunteer work can include both website and newsletter responsibilities OR it can be divided into 2 roles, each requiring about 3 hours per week.

Digital Communications Volunteer Roles

1. Website Maintenance

- Use Wix website builder software with pre-designed templates and formatting to keep the website up to date when provided with pre-written content
- Learn about the website Accessibility toolbar and its advantages for those with vision or hearing challenges
- Check periodically for website broken hyperlinks and repair them
- Assemble and report on monthly website usage analytics

2. Newsletter Production

- Assist a part-time contracted *HubBytes* Editor to produce our quarterly publication
- Become familiar with the WSH Accessibility and Publication guidelines and MailChimp software with its formatted templates, distribution lists, prior newsletters
- Learn about the Editorial Team's processes and objectives

Requirements and qualifications needed for either volunteer role

- Proficiency with web browsers, Internet search engines & email apps; Microsoft Word/PowerPoint/Excel; pdf viewers (e.g. Adobe Acrobat; Preview); design apps (e.g. Canva; Adobe Illustrator/InDesign); conferencing apps (e.g. Zoom; Microsoft Teams; GoToMeeting; Webex)
- Familiarity with no-code website builder software (e.g. Wix; Squarespace; Webflow) and their editing functions *and / or* MailChimp email marketing platform
- Excellent proficiency with English language grammar and spelling
- Attention to textual details and creative with graphic design
- Available during daytime business hours for occasional meetings (in-person and/or via conferencing app)

If you are interested in learning about older adults' issues, these volunteer positions will give you valuable experience. Or if you are a senior with digital communication skills, you would become a valuable member of our seniors' volunteer team. Interested volunteers can explore the [WSH website](#) to know about our goals, projects, and WSH Partner organizations.

Contact us at info@westsideseniorshub.org. to learn more about what we do and why collective action matters!