

The Creator Community Volunteer Program is a flexible volunteer and skill development program where you'll be invited to participate in tourism, marketing, social media, photography, videography and more behind the scenes of Visit Sylvan Lake.

Who You Are

We're looking for YOU! Your talent, skills, and creativity are invited to join the Visit Sylvan Lake Creator Community. Volunteers best suited for Creator Community volunteer positions will have:

- a desire to explore, share and celebrate Sylvan Lake area experiences
- an interest in photography, videography, media, writing, marketing, administration, or social media
- an active desire to seek out the best things to do in the Sylvan Lake area; participate and attend
- a desire to develop skills in areas such as marketing, media, administration, and more
- an independent, energetic, and initiative-seeking nature
- customer-first mindset and ability to interact positively with the public and business community

Perks of Volunteering

When you volunteer with the Visit Sylvan Lake Creator Community, you're growing your skill set, portfolio of work, and actively sharing your favorite parts of Sylvan Lake with others. Community participants will receive:

- a letter of reference from the Town of Sylvan Lake for the number of hours volunteered at request
- attend events free of charge when volunteering
- chance for your work to be featured in Town of Sylvan Lake and Visit Sylvan Lake materials
- gain work experience and develop your skill set in marketing, media, or administration areas
- build your portfolio of work with special assignments
- flexible volunteer time commitment
- share your love for the lake, and have fun!

Volunteer Opportunities

A wide range of volunteer positions and shifts are available! Whether you prefer to work alone, in a group, with a friend, work from home, or volunteer in-person, there's a position for you! Ongoing provincial health regulations and recommendations may affect certain volunteer positions, availability, and operations.

Volunteer Requirements

- Must be 16 years of age of older. Volunteers under the age of 18 require legal guardian permission
- Other requirements vary by position

About Visit Sylvan Lake

Visit Sylvan Lake is the Town of Sylvan Lake's umbrella for tourism, providing visitor information and marketing for the destination. Visit Sylvan Lake platforms include visitsylvanlake.ca and social media @visitsylvanlake.

Volunteer Positions

Creator Community volunteer positions are flexible! Whether you prefer to volunteer on your own, meet new people, volunteer with a friend, volunteer from home, or in person - there's a volunteer position for you!

Tourism Experience Article Writers

You're a go-getter who is excited to seek out the best things to do in the Sylvan Lake area, try them out, and write about the experience. What was it like? What are your top tips for others?

- Write website articles including blog content for Visit Sylvan Lake
- Must have written English skills and ability to produce typed articles 200-2,000 words in length
- Interview skills, and ability to speak and connect with others
- Source photographs and media materials to complement articles
- Create ideas for new articles and stories
- Monthly openings; independent volunteer position; can be work from home at any time

Content Creators & Media Coverage

Find creative ways to communicate on social media and help Sylvan Lake get noticed among top Alberta destinations. Social media is all about sharing experiences and growing our audience across social channels.

- Attend the best Sylvan Lake events and activities and share the experience
- Record and create social media photo or video content for Visit Sylvan Lake
- Create on-brand media and messages that appeal to the Visit Sylvan Lake audience
- Interview skills, and ability to speak and connect with others
- Experience with social media platforms and scheduling tools
- Must have access to your own cell phone with camera ability
- Openings available per project; independent or group work; mobile in-person position

Social Media Planning & Engagement

Get your feet wet in social media planning and engagement! This volunteer position helps execute strategic plans for seasonal destination marketing and regular social channel maintenance.

- Write captions and copy; proficient written English skills required
- Source user generated content; find and request image use permissions
- Schedule and plan social media content
- Engage with relevant channels across Facebook, Twitter, and Instagram
- Opportunity to contribute to marketing and advertising creative and campaigns
- Experience with social media, copy writing, and social media planning tools preferred
- Openings available monthly; individual or team position; can be work from home at any time

Photographers & Videographers

Capture moments and tell a story through your camera lens. High quality photos and videos are the most crucial piece of destination marketing and advertising efforts.

- Attend activities and events and capture photo and video assets for future marketing use
- Ability to connect artistic creativity with Visit Sylvan Lake brand standards
- Preferred that volunteers have their own photo or video equipment and editing software
- Digital skills to upload and transfer files; editing skills preferred
- Ability to interact positively with the public
- Openings available per project; individual or group position; mobile in-person position

Website Content

Maintaining an up-to-date website chock full of things to do and how to do them is an important piece of Sylvan Lake's visitor information services.

- Digital skills and ability to learn to use WordPress website design software
- Ability to connect artistic creativity with Visit Sylvan Lake brand standards
- Create, edit, and critically assess website pages for improvement in content, function, and style
- Help maintain back-end website services that contribute to SEO quality
- · Identify technical issues and content gaps for improvement
- Monthly openings available; individual position; in-person or work from home position

Volunteer with us

Consider yourself invited! Get in touch for questions about the Creator Community Program and to volunteer. All volunteers will complete registration and orientation through the Town of Sylvan Lake Volunteer Centre prior to commencing volunteer work and are responsible for following all Covid-19 prevention practices as outlined by the Town of Sylvan Lake.

Find Visit Sylvan Lake on all social media @visitsylvanlake and at visitsylvanlake.ca!

Volunteer Center Coordinator Town of Sylvan Lake 403 887 113 Natasha Bhola Tourism Marketing & Development Coordinator Town of Sylvan Lake 403 887 1192 ext 527 | nbhola@sylvanlake.ca