



Job Description Social Media Coordinator

Role:

The Social Media Coordinator is not elected. The position is appointed by the Director, Communication and, therefore, does not vote at Board meetings. This position reports to the Director and is accountable to the Community to ensure that the Association's social media accounts are current, accurate and reflect, support and promote the Association, its activities and its values.

Responsibilities:

- Generates and shares content, including events, news and photos.
- Plans, organizes the layout of the content.
- Communicates with followers; likes and shares follower's posts as relevant and aligned with the Association's values; respond to queries in a timely manner.
- Remains current with relevant trends and content.
- Suggests and implements new ideas to improve the Association's social media presence.
- Communicates with the Director to ensure the quality of posts and timely dissemination of media.
- Provides the Director with information to be included in Communication reports.
- May attend meetings of the Board and /or the Association to discuss the status of the social media.
- May assist with, and participate in, Association projects and events.

Requirements:

- Experience establishing and maintaining social media applications.
- Writing and editing experience.
- Project management skills.
- Ability to meet goals and deadlines.
- Ability to maintain attention to detail.

Approved _____

Date

Office

Name

Signature

