

Coordinator Role

**Position Title: Social Media Coordinator**

Term: 15 months

Reports To: Director of Communications

Voting Position: No

Supervisory Duties: No

Executive Committee: No

Board Appointed: No

**Description:**

The Social Media Coordinator increases member engagement through social media platforms such as LinkedIn, Twitter and Facebook.

**Time Commitment:**

5-10 hours on average per month, with an expected increase in hours during key events such as the annual conference

**Key Competencies:**

Technological Savvy, Strategic Member Engagement

**Primary Responsibilities:**

* Promotes all events through the chapter’s all three social media platforms, including: monthly chapter meetings, chapter conference, professional development events, partnership events, ASTD National learning events, etc.
* Improves member engagement through social media platforms
* Increases followership and member activity over the previous year
* Recruits and trains Board members and other Board committee members to post and engage regularly on social media platforms
* Increases the visibility and reputation of the chapter through regular and engaging posts
* Regularly update the Manager’s Choice section of the ASTDps LinkedIn page
* Regularly post jobs on the ASTDps LinkedIn page (from our yahoo group or other sources)

**Success Measures:**

* Each monthly chapter meeting is promoted at least 7 days in advance of event
* Special events (conferences, professional development events, etc.) are promoted 1 to 2 times per week for 8 weeks prior to event
* More than 5 voices are represented on the chapter’s social media platforms each quarter
* Followership of all three social media platforms has increased over previous year
* Communicates monthly with Director of Communications to learn of coming events
* Works collaboratively and respectfully with Board members and other volunteers

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| **Privileges:**  | **Additional Expectations:** |
| Position listed on your resume and LinkedIn profile | Member of ASTD Puget Sound chapter for term |
| Opportunity to connect with ASTDps members | Meet success measures above |
| Potential for career pathing into future Board positions |  |