Coordinator Role

**Position Title: Social Media Coordinator**

Term: 15 months

Reports To: Director of Marketing & 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 and Facebook.

**Time Commitment:**

6-8 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 social media platforms, including: monthly Member Events, professional development events, partnership events, ATD National learning events, etc.
* Engages with followers on 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 (3-5/week) and engaging posts

**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 1-2 times per week for 6 weeks prior to event
* Followership of all social media platforms has increased over previous year
* Communicates monthly with Director of Marketing & 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 ATD Puget Sound Chapter for term |
| Opportunity to connect with ATDps members | Meet success measures above |
| Potential for career pathing into future Board positions |  |