

AAUW COLORADO SPRINGS BRANCH – VOLUNTEER LEADER POSITION DESCRIPTION

Position: Social Media Manager

Status: Appointed Board Assistant – 2 yr. term

Reports To: Communications Director

Executive Committee Oversight by: President

Board Voting Rights: No

Signature Authority: No

Date of Branch Board Approval of Volunteer Position Description: July 2020

Position Overview:

The Social Media Manager administers the Branch Facebook account and other social media as assigned.

Responsibilities and Duties of Branch Position:

- Posts original content, sharing content from AAUW and other relevant sources, interacting with similar presences, and optimizing channels for maximum exposure.
- Track usage and report to committee.
- Write clear and persuasive copy for emails, newsletters, print collateral/brochures, website and other fundraising and advertising materials.
- Assist with strategic media planning and outreach.
- Proactively look for new opportunities to enhance the branch's profile online
- Compose, proofread, and edit materials to ensure error-free content, accuracy, and adherence to AAUW and branch branding guidelines

Responsibilities to AAUW, AAUW National and AAUW State:

- Be familiar with and adhere to all AAUW National, State and Branch policies and bylaws.
- Be responsive to member concerns or questions related to branch Facebook page.

Leadership Skills/Qualifications Helpful to the Position:

- Experience with content marketing and the use of content across multiple media platforms is helpful to the position.
- Knowledge and experience with word processing (i.e. Word (tables), spreadsheet and presentation software (Excel, PowerPoint, MailChimp, etc.)
- Experience in planning, communications and marketing is helpful to the position.

Time Commitments:

- Approximate time required for this position is two to three hours per month with regular attendance at branch Communications Committee meetings (quarterly or semi-annual).
- Additional time as needed to support annual membership renewal processes and member database reconciliation.
- Attendance at monthly branch board meetings as needed.