



# SOCIAL MEDIA DIRECTOR

**Committee:** MarCom

**Board Term:** 2 years

**Position Term:** 1 years

**Time Commitment:** ≈ 5 hours/mo.

**Paid/Volunteer:** Volunteer

## ROLE SUMMARY

The Social Media Lead is responsible for maintaining TRPPDX social media accounts, leveraging marketing content to be posted via social media accounts, and to engage directly with members on those platforms. They are also responsible for creating the written and imagery content for blog posts to the organization's social media accounts.

## EXPECTATIONS

- Maintains and keeps current social media accounts with:
  - Upcoming event details;
  - Current or recap of events;
  - Community updates;
  - Momentary hot topics;
  - Topics of interest; and
  - Promotion of most recent blog.
- Monitors engagement levels and manages frequency of posts for non-event topics on all social media platforms.
- Creates content, both written and visual, for posts to social media accounts and is ultimately responsible for proofing and editing the content to comply with organization's communication standards.
- In addition to posting the content, responsible for reviewing and potentially responding to member responses to posts on all TRPDX social media accounts.
- Maintains social media account access and ensures no lapse in availability for the organization beyond social media site downtime.

## REQUIREMENTS

- WorldatWork member preferred.
- Ability to attend monthly TRPDX board meetings, with onsite attendance as required.
- An ability to partner effectively towards a common goal.
- An ability to manage and organize information and prepare concise and efficient communications.

*TRPDX is committed to providing an environment of mutual respect where equal employment opportunities are available to all industry professionals without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age,*



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*physical and mental disability, marital status, sexual orientation, gender identity, military and veteran status, and any other characteristic protected by applicable law.*

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*Updated: March 2022*