

# **Social Media Manager**

**Position Summary:**

The Social Media Manager reports to the VP for Marketing and Communications and is responsible for planning and executing a social media plan that communicates important chapter information to the Tampa Bay learning community.

**Term:** One year; appointed by the VP for Marketing and Communications; position can be renewed or changed, as necessary, at the discretion of the Chapter Board

**Time Commitment:** 5-9 hours a month

Estimated Time Requirements per month:

* Attend Marketing and Communications Committee meetings: 1 hour
* Manage all social media requests: 4-8 hours

**Responsibilities:**

* Support board and chapter functions by providing social media communications to the Tampa Bay community.
* Act as point of contact and liaison for social media communications
* Research social media outlets for chapter communications and develop those outlets to increase awareness of the ATD Florida Suncoast Chapter in the region and beyond
* Attend Marketing and Communications Committee meetings on a monthly basis
* Provide updated to the VP for Marketing and Communications to report to the Chapter Board
* May be asked to write articles for newsletter
* Monitors website for continuity and appropriate use of media and messaging

The positions that the Social Media Manager is supported by:

* Vice President for Marketing and Communications
* Webmaster
* President

**Qualifications:**

* Basic skills in social media and willingness to learn basic Wild Apricot web platform skills
* Skilled in written and verbal communication, personal interaction and problem-solving
* Ability to plan, organize and execute activities as required by the position
* Ability to complete projects within established timeframes
* Member in good standing of the local chapter

**ATD Resources:**

[Chapter Coach](http://www.astd.org/membership/ChapterLeadership/ChapterServicesDepartment/)

[National Advisors for Chapters (NAC)](http://www.astd.org/membership/ChapterLeadership/ChapterCommittees/National%2BAdvisors%2Bfor%2BChapters-NAC.htm)

[Chapter Affiliation Requirements (CARE)](http://www.td.org/Members/Chapters/Chapter-Leader-Community/Chapter-Administration)

[Sharing Our Success (SOS)](http://www.astd.org/membership/ChapterLeadership/ChapterRecognitionPrograms/sharingOurSuccess.htm)

[Chapter Leader Community (CLC)](http://www.astd.org/membership/ChapterLeadership/ChapterRecognitionPrograms/sharingOurSuccess.htm)

[Leadership Connection Newsletter](http://www.astd.org/membership/resourcesForChapterLeaders/ChapterLeadership/Resources/LCN.htm) (LCN)

[Toolkits](http://www.astd.org/membership/ChapterLeadership/Resources/Toolkits/)

[ATD Leadership Institute (ALI)](http://www.astd.org/membership/ChapterLeadership/LeadershipDevelopmentPrograms/ASTD%2BLeadership%2BInstitute%2B%28ALI%29.htm)