

Job Description: Social Media Coordinator

A. ELECTED OR APPOINTED: Appointed by Chair-Elect or Chair

B. DURATION OF POSITION: Three years

C. TERM OF OFFICE: June 1 through May 31, annually
(Coincides with Academy fiscal year)

D. VOTING STATUS: Non-voting

E. LINE OF COMMUNICATION: Director of Communications

F. TIME COMMITMENT: 2-3 hours per week, plus meetings

G. OVERVIEW OF POSITION: Coordinates efforts that create informative and engaging posts on SHPN's social media accounts.

H. GENERAL RESPONSIBILITIES – *This section can be modified or improved based on a volunteer's availability and expertise:*

1. Oversee and/or develop content for SHPN's social media accounts including:
 - a. Instagram
 - b. Twitter
 - c. LinkedIn
2. Oversee creative content committee in the execution of visual elements for social media
3. Assist Director of Communications in developing efforts to boost social media following
4. Analyze social media channel analytics to identify trends and maximize reach and impressions
5. Utilize social media management tools such as Linktree, Hootsuite, Canva, etc. for efficiency and consistency
6. Attend SHPN ops meetings and EC meetings as needed
7. Assist in preparation of Program of Work (POW) as requested by Chair and Treasurer.
8. Review and understand ADA DPG/MIG Policy and Procedure Manuals.
9. Submit accurate and timely expense reports.

10. Review and propose updates to job description annually.

I. COMMUNICATIONS:

1. Maintain ongoing communication with Executive Committee and other SHPN volunteer leaders regarding current projects and happenings within SHPN.
 - a. Attend Weekly SHPN Ops Meetings
 - b. Attend Monthly Executive Committee Meetings when invited
2. Submit a year-end summary report of activities and accomplishments to the Executive Committee.

J. QUALIFICATIONS:

1. Member of the Academy in the Active classification.
2. Active member of SHPN for three or more years.
3. Maintains current registration through the Commission on Dietetic Registration.
4. Successful completion of one or more prior SHPN or Academy volunteer positions.
5. Demonstrated leadership skills including:
 - a. Excellent written and oral communication skills.
 - b. Excellent management and people skills.
6. Reasonable certainty of time available for SHPN duties and willingness of employer and family to support performance of duties for the duration of the position.