



Position Description
Social Media Coordinator
Approved by Board of Directors

Responsibilities and Authority

The Rope Skipping Alberta Board of Directors may appoint up to two Social Media Coordinators, with a lead to be identified if more than one Social Media Coordinator is appointed. A Social Media Coordinator may be replaced at any time through a decision of the Board of Directors. The Social Media Coordinator is responsible for web-based communication content in collaboration with Rope Skipping Alberta's Secretary, and implementation of communications and advertising vehicles to help create momentum and awareness of Rope Skipping Alberta. The Social Media Coordinator fulfills all duties and obligations pertaining to social media outlets as requested by the Board of Directors.

The Social Media Coordinator(s) are appointed annually by the Board of Directors.

Function

- Prepare communications for the Association's website, social media, and e-newsletters on committee initiatives.
- Maintain accuracy and keep current the Association's website.
- Maintain accuracy and keep current the Association's Facebook page.
- Maintain accuracy and keep current the Association's alternative social media outlets.
- Collect relevant and approved information from the Association's Board of Directors for inclusion on the website, social media, and e-newsletters.
- Maintain up-to-date contact information for the Association, Board of Directors and key committee positions on all outlets.
- Review annual communications goals and strategies, and provide guidance for changes or improvements.
- Stay informed of trends and recent developments in the field of communications.
- Ensure that the responsibilities of this position are effectively transitioned to the next member filling this position.
- Prepare and submit an annual budget to the Board of Directors for approval.
- Prepare and submit initiatives for consideration for inclusion in Social Media outlets.
- Write a brief annual report on the progress or new implementations of the communications for the Association records.

Amended: June 4, 2017