

Social Media Coordinator

Supervision received: Communications Coordinator

General Responsibilities: The Social Media Coordinator leads the dissemination of information and promotes networking amongst regional constituents using social media and social networking mediums.

Specific Responsibilities:

- Reports the same day as the full RCPC for the regional conference.
- Implements and promotes the use of social media such as Facebook, Twitter, Four Square etc. before, during and after the regional conference as well as for other region specific events (such as the Ross/Fahey Golf Tournament).
- Works with the Communications Coordinator and the NACA Office to disseminate information through Social Media initiatives (including conference updates and changes to the conference schedule).
- Works with the Student Projects Coordinator to help facilitate involvement and information sharing amongst delegates and institutional members.
- Promotes the regional conference/events and deadlines.
- Promotes contests and coordinates the winners and distribution of prizes (if applicable).
- Maintains a thorough knowledge and understanding of, and ensures adherence to, NACA policies and procedures as well as other applicable laws and regulations.
- Attends regular conference calls and regularly scheduled conference team meetings while at the conference.
- Follows *NACA's Non-Discrimination, Diversity Advancement and Affirmative Actions Principles* to recommend other fill available positions in the NACA leadership and takes the necessary steps to achieve a diverse Association both through the recruitment of volunteers and suggesting to the Board of Directors new or modified programs and services for the Association's members.
- Adheres to minimum guidelines for regional conferences.

Terms of Service: January 1 through December 15.

Qualifications:

- The Social Media Coordinator must be a graduate, undergraduate student or professional staff member at an NACA member institution (note: if the volunteer changes institutions during the position's term, the new school must also be an NACA member and provide a statement of support. The NACA Office, Chair of the Board, National Volunteer Development Coordinator must be informed of this change and the letter of support must be received at the NACA Office within 30 days of starting at the new institution.)

- The volunteer must have approval from and support of their institution prior to applying for the position (note: support is defined as financial as well as time out of the office, etc.).