



AIGA Minnesota

AIGA | the professional association for design

AIGA Minnesota Job Description

Associate Director of Social Media Planning

Purpose of Position

The Associate Director of Social Media Planning is responsible for the ongoing management and growth of AIGA Minnesota's social media presence. This role is supported by the Associate Director of Social Media Engagement to improve the Chapter's social media communications, systems and processes in support of AIGA Minnesota's interactive, communication, and programming needs.

General Responsibilities

1. Ensure Chapter social media communications processes are up-to-date and clearly communicated to board and committee chairs
2. Prepare Chapter social media strategies and communications to support local Chapter goals, promote events, engage membership and interact with other Chapters
3. Participate in AIGA national Social Media Communications Discussion Group (or network) as needed
4. Grow the online audience, monitor, support and encourage interactions
5. Consolidate social media accounts to create a unified Chapter presence
6. Leverage measurement tools to provide reports and data insights, while continually finding ways to improve on those metrics through testing and new initiatives

Required Areas of Expertise and Work Experience (required)

1. Minimum 2 years experience in professional practice in communications related field
2. Able to communicate clearly and form key messages from abstract concepts
3. People-oriented, outgoing and able to create conversation among strangers
4. Previous team or committee experience (in any capacity); must be a team player
5. Previous AIGA committee experience
6. Initiative to stay abreast of current topics within social media

Critical Knowledge and/or Skills (preferred)

1. Experience organizing and managing event communications
2. Experience writing, editing and crafting content for social media
3. Ability to take the lead and direct tasks appropriately
4. Previous non-profit board experience a plus

Teams & Resources

1. Work closely with board members to ensure social media communications are meeting Chapter goals
2. Work closely with committee chairs to prepare and maintain social media strategies and content
3. Engage regularly with InterComm (Interactive Communications Committee) to ensure support and development of Chapter interactive and communications goals



AIGA Minnesota

AIGA | the professional association for design

4. Connect with AIGA National and other Chapter social media board members
5. Utilize non-AIGA resources

Powers, Nomination and Term

1. **POWERS:** Non-voting associate member of the AIGA Minnesota board of directors.
2. **NOMINATION:** Nominated by any AIGA Minnesota member or self-nominated; appointed to serve on the board by majority vote of the board.
3. **TERM:** 1 year, with option to reapply for additional terms.