



**AIGA Minnesota**

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## **AIGA Minnesota Job Description**

### **Associate Director of Social Media Engagement**

#### *Purpose of Position*

The Associate Director of Social Media Engagement is responsible for representing the voice of our Chapter online and supporting engagement across our social media channels. This role would be supported by an additional social media role 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. Responsible for maintaining a consistent and professional online presence
2. Monitor, listen and respond to members within our social media channels while cultivating engagement
3. Responsible for daily posts and tweets to all applicable social media outlets
4. Coordinating with InterComm team and our programming calendar to ensure proper messaging and relevancy with our messages and posts
5. Work in tandem with Associate Director of Social Media Planning to coordinate coverage of all Chapter communications channels
6. When available, attendance at AIGA Minnesota events to engage with participants and promote the event across our social media channels

#### *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 promoting through social engagement
2. Flexibility to post and interact online throughout weekdays, and occasionally on weekends
3. Experience with implementation of Instagram across Facebook and Twitter
4. Previous non-profit board experience a plus
5. Knowledge of social media tools: Hootsuite, Buffer, TweetDeck

#### *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



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3. Engage regularly with InterComm (Interactive Communications Committee) to ensure support and development of Chapter interactive and communications goals
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.