

## **Volunteer Position: Blog Content Curator** **Committee: Communications Committee**

### **Committee Mission:**

To practice what we marketers preach – the Communications Committee creates engaging content that both promotes the chapter and informs and educates professionals within the AEC industry. The committee coordinates and communicates SMPS CT's initiatives and schedule of events.

Responsibilities include: writing event/initiative press releases, managing the organization's social media accounts, creating graphics for social media, coordinating content for SMPS CT's blog, maintaining the Chapter website, promoting sponsors, and designing emails and miscellaneous chapter materials.

### **Volunteer Contribution:**

The Blog Content Curator is responsible for coordinating and writing blog posts for the SMPS CT blog. They will work with the Communication Chair to develop ideas for engaging blog posts as well as curate content for recurring posts. Regularly scheduled blog posts include but are not limited to:

- Industry Calendar
- Best Five Marketing Articles of the Month
- Member Spotlights
- Event Recaps

The Blog Content Curator will also work with the Website/Graphic Designer for blog post graphics. They might also be asked to work with other committees to develop blogs for strategic chapter initiatives. They will coordinate with Communications Chair for final approval for blog content.

### **Estimated Time Commitment:**

2-4 hours per month

### **Responsibilities:**

- Write blog post (including regular monthly features and new content)
- Event recaps
- Coordinate blog content with members/board/speakers

### **Professional Development:**

- Communication skills including:
  - Writing / Editing
  - Communicating with members/board/speakers
- Network and build professional relationships

### **Requirements:**

- Attend all committee meetings with no more than three absences.

- Strong written and verbal communication skills
- Willingness to learn and work in StarChapter

**For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, [communications@smpsct.org](mailto:communications@smpsct.org).**

**About SMPS Connecticut:** *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*