

Volunteer Position: Social Media Campaign Champion **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 Social Media Campaign Champion is responsible for coordinating and creating content for each of SMPS CT's social media platforms for various chapter initiatives and monthly "campaigns."

Content includes:

- Posts
- Graphics
- Blog Post Coordination
- Video/GIF coordination

Social Media Sub-Committee (SMSC) is responsible for scheduling posts using Buffer and engaging with posts. Reference [Social Media Strategy](#) for more information.

The Social Media Campaign Champion coordinates with SMSC and Communications Chair for final approval.

Estimated Time Commitment:

1-2 hours per week.

Responsibilities:

- Schedule daily posts for programs and chapter news
- Monitor social media profiles (retweet, reply, like)
- Live-tweet programs

Professional Development:

- Communication
- Brand Management
- Brand Positioning
- Talent Recruitment
- Graphic Design – Graphics for posts

Requirements:

- Attend committee meetings with no more than three absences
- Strong graphic design skills utilizing InDesign
- Strong written and verbal communication skills
- Ability to learn quickly as it pertains to social and communication platforms

For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, 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.*