



## Director of Social Media

Part of the AMA Chicago (AMAC) Communications team, the **Director of Social Media** is responsible for the management of AMAC social media presence to improve brand awareness and target audience engagement. Developing and managing social media posts and follower responses, the Director of Social Media regularly evaluates the success of social media channel efforts and collaborates on the AMAC digital marketing content and strategies to help ensure AMAC brand consistency and maximum delivery of AMAC marketing objectives.

### Main Responsibilities for the Director of Social Media:

- Set social media objectives, perform analysis and report on current benchmark trends and AMAC audience preferences to inform and improve future marketing efforts
- Increase AMAC presence on existing platforms including Facebook, LinkedIn and Twitter
- Design and implement social media strategy in alignment with other channel marketing content, objectives and brand voice
- Manage AMAC social media activities including generate, edit, publish and share engaging content e.g., compelling text, photos, videos and news on AMAC social media sites
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design e.g., timeline cover, profile pictures and layout
- Suggest and implement new features/paid media tactics to develop brand awareness and improve AMAC marketing efforts
- Remain up-to-date with the latest digital technologies and social media trends
- Help identify and improve AMAC digital production processes to improve delivery of AMAC marketing efforts
- Work closely with other relevant AMAC volunteer groups in the creation and implementation of digital marketing campaigns
- Consult with Director of Volunteer Talent Management to secure email team volunteer resources as required
- Attend AMAC Board meetings
- Attend AMAC events when possible
- Participate in other AMAC projects as required

### Top Three Requirements for the Director of Social Media:

- Social media marketing experience on AMAC social media platforms – LinkedIn, Twitter and Facebook
- Excellent communication and creative thinking skills, with an ability to use data to inform marketing decisions
- Ability to deliver work and thrive in a fast-paced, volunteer-based work environment

### Time Commitment:

- Minimum of 5 hours per week