



Social Media Coordinator

The purpose of the Social Media Coordinator role is to work in collaboration with the Communications Committee to inform Chapter members and non-members of valuable education programs, activities, and events through Chapter Social Media Channels. The committee also supports fellow committees by assisting with content updates on the chapter website, providing communication support through social media and email updates and coordinating a chapter communication schedule.

- Promotes and aids the development and delivery of internal and external communications strategies and vehicles.
- Creates an increased value of the chapter website and newsletter.
- Articulates member's value through creating messaging including talking points and leave-behinds for all chapter member events.
- Enhances Chapter Volunteer opportunities to engage to participate in Chapter events and activities.
- Positions the chapter's role in growing philanthropy in our community that enables greater, more strategic private-sector partnerships.

Roles and Responsibilities:

- Creates and publishes social media content specific to the Chapter and the sector
- Creates content for social media through content and updates provided by Director, Communications, NPD Communications Coordinator, Administrator or other Board members; and by staying up to date with events, information, and job postings on the website
- Ensures frequent posts to maintain supporter engagement as scheduled through project management software, as well as publishing other time-sensitive content as required
- Create content in line with Brand through design software as required
- Regularly ensures Chapter Page is following other relevant pages to help increase subscribers
- Actively participates in committee and board planning as required
- Promotes the mission and vision of AFP Edmonton & Area Chapter
- Acts as a board liaison, and resource to fellow fundraising professionals
- Turn over to the successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term

Length of Term: 1 year terms with the maximum of eight terms total

Average Time Commitment per Month: 4-8 hours per month

- Committee Meetings: 1 hour monthly
- Portfolio Work Time: 3-7 hours monthly*
- Total monthly commitment: 4-8 hours per month

**It is important to note that work within Working Groups will fluctuate throughout the year. The estimates above reflect the average amount of time projected.*