



Board Role Description

Position: Director of Social Media

Reports To: VP of Marketing

Position Summary: Supports VP of Marketing in overall chapter marketing and communications strategies. Ensures social media channels remain relevant and are creating a sense of community and engagement. Support committee activities as defined and overall vision of chapter.

Specific Responsibilities:

- Attend all board meetings/calls and provide report of responsibilities
- Support committees as defined by VP of Marketing
- Maintain all social media channels in alignment with the marketing strategy for events and member engagement. Ensure appropriate use of channels, maintaining login, passwords, etc. and ensuring passed on annually to new board.
- Recruit future board members through succession planning processes