

Vice President of Social Media

Position Summary

This role develops and implements ATD-NM’s strategy for the use of social media to interact with existing and potential ATD members, educate social media consumers about ATD-NM’s role in supporting learning & development in New Mexico, increase participation in local events, solicit and increase member involvement and engagement, and share local and national resources with members.

Terms

One year.

Board members shall be elected to serve terms of one year, but no more than three consecutive terms. Board members may stand for re-election to the same board position, but no more than three consecutive terms. Terms may be extended to address a business need and approved by the Board of Directors.

Estimated Time Requirement

Activity	Hours
Communicate with and support the Board and Executive Committee	3-4
Create, implement and Coach Members on how to interconnect/rally to NMATD Social Media presence	4-5
Author Blog/Newsletter	1-2
Attend 6 Board Meetings (every other month) [2.0 * 6]	1-2
Attend 6 Member Events (every other month) [3.0 * 6]	1-3
Annual Estimate of Hours	~41

Functional Responsibilities

Chapter Support

- Develop/implement an engaging and motivating strategy for social media that creates active online advocates
- Stay up-to-date on new tools; benchmark best practices for use of social media
- Provide first line response to social media messages
- Use board and chapter member feedback for continuous improvement of use of social media
- Work collaboratively with the Vice President of Technology as needed to deliver on strategy

Board Participation

- Serve as a subject-matter expert on the use of social media to support the chapter’s mission
- Contribute to the strategic goals, action plans, and CARE compliance of the chapter
- Represent the chapter professionally and ethically

- Participate in all board and chapter meetings, chapter events, committee meetings, and regional conferences

Board Duties (as per Bylaws)

- Establishing and implementing policies and procedures for the operation of the chapter to Ensure National Chapter Operating Requirements (CORE) compliance;
- Approving the strategic plan, the annual plan, and the budget;
- Approving categories of membership;
- Authorizing committees of the Chapter; and
- Performing other functions as appropriate for the Board of Directors

Qualifications/Skills

- Board members are required to maintain membership in ATD (National).
- Board members are required to maintain membership in ATD (NM Chapter).
- Commitment to the chapter mission, vision, strategy, and goals
- Commitment to full participation in board meetings and chapter events
- Commitment to serve as an advocate for NM ATD Chapter
- Strong written and verbal communication skills
- Strong delegation and follow-through skills
- Strong planning, organization, and execution skills
- Strong delegation and follow-through skills
- Strong mastery of social networking tools, online protocols and online community best practices, experience interacting in a variety of online contexts
- Experience using a variety of social networking technology and tools (advanced coding skills not required)
- Ability to seek others out as volunteers
- Ability to teach, guide and encourage others about the best practices in social media, including patience with people new to social media

Resources

[Chapter Relations Manager \(CRM\)](#)
[National Advisors for Chapters \(NAC\)](#)
[Chapter Affiliation Requirements \(CARE\)](#)
[Sharing Our Success \(SOS\)](#)
[Chapter Leader Community \(CLC\)](#)
[Leadership Connection Newsletter \(LCN\)](#)
[Toolkits](#)
[Chapter Leader Webcasts](#)