



SOCIAL MEDIA LEADER

Position Summary:

The Social Media Leader strengthens ATD Cascadia's online presence by creating and sharing content that informs, engages, and connects the talent development community through LinkedIn or other platforms. This volunteer role is a great opportunity to build visibility in the field, grow your professional network, and sharpen your digital marketing skills.

Term of Commitment: One year with option to renew

Estimated Time Requirements per month:

- Creating event marketing assets in Google Slides or Canva: 1 hour
- Meeting and communicating with Director of Communications and Marketing to implement marketing plans for events and chapter initiatives: 1 to 2 hours
- Preparing and scheduling posts and reading and responding to comments: 1 to 2 hours
- Tracking engagement analytics: .5 hours

Responsibilities:

- Develop and execute a comprehensive social media strategy aligned with ATD Cascadia's goals and initiatives.
- Create engaging content for LinkedIn to promote events, resources, new members, and chapter initiatives like membership sales and volunteer appreciation.
- Monitor and respond to engagement on social media channels, fostering community interaction and growth.
- Collaborate with the Director of Communications and Marketing to align social media efforts with broader marketing campaigns.
- Track and analyze social media metrics to optimize content, measure effectiveness, and guide future content decisions.

Qualifications:

- Strong passion for talent development, organizational learning, or related fields.
- Proven experience in social media management or digital marketing preferred.
- Excellent written communication skills with an ability to use AI professionally, editing for ATD Cascadia style and our talent development audience.
- Design skills using Google Slides or Canva to create marketing assets that follow the ATD Cascadia Style Guide.
- Ability to work independently and as part of a team, responding in a timely manner, and demonstrating strong organizational skills and attention to detail.

- Google Workspace experience preferred, but not required.
- Familiarity with social media analytics tools is a plus.

Expectations:

- Follow Chapter bylaws.
- Work collaboratively to move forward the Chapter's mission, value, strategic plans, and goals.
- Adhere to ATD Cascadia's brand and style guidelines and uphold professional standards in all communications.
- Represent the chapter to members and potential members during meetings.
- Help support succession planning and onboard the next Social Media Leader at the end of your term.
- Communicate with the Director of Communications and Marketing if you are no longer able to perform your duties.

Benefits:

- Opportunity to network with professionals in talent development.
- Gain experience in social media, marketing, and online engagement.
- Contribute to the growth and development of ATD Cascadia's member community.
- After one full year of service, the Social Media Leader will receive a complementary year of membership.