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| **Job Title:** | Social Media Chair | **Member, Board of Directors:** | Yes |
| **Term of Office:** | Three years:  Year 1 –Social Media Chair Elect  Year 2 - Social Media Chair  Year 3 -Marketing Pillar Chair | **Member, Executive Committee:** | No (Year 1-2)  Yes (Year 3) |
| **Route to Office:** | Elected | **Voting Member of the Board:** | No (Year 1-2)  Yes (Year 3) |
| **Accountable To:** | President, UAND Board of Directors | | |

**Position Purpose**

To coordinate the operation of all UAND social media platforms and lead the annual effort to grow the social media presence of the Utah Academy of Nutrition and Dietetics.

**Priority Job Responsibilities**

This section outlines the most important duties of this position. These responsibilities must be performed in order to maintain reasonable functioning of the organization. The incumbent must find a replacement to fulfill the responsibility whenever she/he is unable to carry out the designated responsibility:

* Provide at least one blog post per month.
* Maintain Facebook and Twitter account presence.

**General Job Responsibilities**

**Job Function – Social Media Chair Elect (Year 1)**

1. Collaborate with the Social Media Chair to create an overall schedule of themes/event/content to be posted on social media sites.
2. Manage Social Media Committee
   1. Coordinate weekly posting schedule incorporating monthly themes/topics/events calendar.
   2. Evenly distribute posting workload amongst Social Media Committee members (including the Chair Elect).
   3. Maintain shared Google document to track posting schedule and content.
   4. Provide assistance and support to committee members as needed.
   5. Maintain monthly communication with committee members.
   6. Oversee the Social Meetings Committee in posting five times per week (Monday through Friday) and provide backup if a committee member is unable to post.
3. Report monthly on committee progress and issues to the Social Media Chair.
4. Collaborate with the Social Media Chair to host giveaways and contests on social media sites.
5. Work with the Social Media Chair to become proficient in creating, coordinating, formatting and posting blog content on Nutrition Elevated.

**Job Function – Social Media Chair (Year 2)**

1. Manage the Social Media Committee (committee to post on Facebook and Twitter) by September 1.
   1. Communicate expectations to Social Media Chair Elect and committee members.
   2. Train SOCIAL Media Committee members and the Chair Elect in content generation, professionalism on social media, and protocol for posting and using social media technology.
   3. Organize and moderate quarterly correspondence to check in with committee members (phone or e-mail).
   4. Maintain monthly communication with Chair Elect regarding progress on committee strategic goals and any existing issues.
   5. Social Media Chair will be accountable for all posts published under the UAND name across all social media outlets.
2. Develop strategic planning goals for the Social Media Committee. Report on progress and issues quarterly to the Marketing Pillar Chair.
3. Collaborate with the Social Media Chair Elect to create a general schedule/outline for post topics/themes/events for the year.
4. Manage Nutrition Elevated blog
   1. Publish blog posts weekly.
   2. Coordinate guest posts.
   3. Independently create content when necessary.
   4. E-mail links to published posts to the Executive Director and the Social Media Committee for distribution to the membership and posting on Facebook and Twitter within 24 hours of publishing a post.
5. Manage the social media e-mail account.
   1. Disseminate content for posts to appropriate committee members.
   2. Moderate comments on all posts in all social media outlets and provide appropriate and timely replies.
   3. Respond to e-mail correspondence in a timely manner.
6. Attend quarterly UAND Board Meetings (in person or via phone) and report on committee progress toward strategic goals.
7. Serve as the backup for all Social Media Chair Elect sponsor abilities.
8. Recruit Social Media Committee members for the following year.

**Job Function – Marketing Pillar Chair (Year 3)**

1. Oversee strategic planning within the pillar.
   1. Facilitate development and achievement of quarterly goals for each committee within the pillar.
   2. Guide and oversee committee strategic plans to align with UAND's larger goals.
2. Provide assistance and support to individual committees within the pillar as needed.
3. Participate in the monthly UAND Executive Leadership conference calls.
   1. Report on pertinent progress or issues within the marketing pillar.
   2. Provide a summary of pertinent information to all members of the marketing pillar.
4. Maintain communication with pillar chairs between board meetings – facilitate information sharing for the purpose of generating post content for social media.
5. Attend quarterly board meetings (in person or via phone).
   1. Organize and moderate pre-board meeting correspondence with all chairs within the marketing pillar.
   2. Serve as backup for all responsibilities held by a committee chair within the pillar (Social Media, National Nutrition Month, Public Relations, and the UAND Foundation).

**Job Qualifications**

**Minimum**

Must be:

1. A Registered Dietitian (RD) or Registered Dietitian Nutritionist (RDN) and member of the Academy of Nutrition and Dietetics (AND) and UAND.
2. An excellent communicator with customer service skills.
3. Able to work independently with very little supervision, meeting deadlines and goals as required.

**Preferred**

1. Educational background or previous experience in professional social media, marketing, advertising, public relations, and/or media relations preferred.

**General Physical Demands and Working Conditions of Job**

1. Must be able to work effectively under high stress conditions.
2. Must be able to spend appropriate time each week on UAND activities.