**STRATEGIC AIR COMMAND**

**AIRBORNE COMMAND CONTOL ASSOCIATION (SAC ACCA)**

**JOB DESCRIPTION, DUTIES, AND RESPONSIBILITIES**

**SOCIAL MEDIA MANAGER**

**Social Media Manager**

The Social Media Manager serves in a Committee Chairman capacity. He or she is appointed by the President with Board of Directors (BOD) concurrence. Social Media Management Committee Members will be approved by the BOD. There is no term of office.

**Reports To**

The BOD, often through the Secretary. Where automated payment systems are concerned, the Social Media Manager works with the Treasurer. Quarterly, to the BOD through video conference. Ultimately, to the members. Social Media Management Committee Members report to the Social Media Manager.

**Job Overview**

The Social Media Manager is primarily responsible for the maintenance of the official SAC ACCA Website and Facebook sites. He or she is also responsible for the maintenance of online payment systems for Members and Associate Members to conduct Membership business and e-STORE purchases.

**Duties and Responsibilities**

* Maintain an email account to be shared with and used by all officers of the SAC ACCA.
* Manage the Social Media Management Committee if committee members are assigned.
* The Social Media Manager is primarily responsible for maintaining these official SAC ACCA sites.
  + Website ([www.sac-acca.com](http://www.sac-acca.com)).
  + Facebook Group, Strategic Air Command Airborne Command Control Association.
  + Facebook Page, Strategic Air Command Airborne Command Control Association, Inc.
* The Social Media Manager is also responsible for the maintenance of online payment systems for Members and Associate Members to conduct Membership business and e-STORE purchases.
* Work with the Secretary on all matters concerning social media. Maintain accurate social media management records electronically. Maintain manual back-up records if possible.
* As the chief administrator, moderate the Facebook sites several times weekly. Share this duty with other SAC ACCA Directors, Committee Chairmen, and Social Media Management Committee Members. At a minimum, the following should be considered as administrators /moderators.
  + Secretary.
  + Treasurer.
  + Merchandise Manager.
  + Membership Chairman.
  + Social Media Management Committee Members.
* As the primary Webmaster, ensure the Website is kept up to date. Refer to the Website.
  + Photographs that do not involve copyright infringement.
  + Events information, particularly SAC ACCA Reunion.
  + Merchandise.
  + History.
  + Folded Wings.
  + Past SAC ACCA Flyers – never the current SAC ACCA Flyer.
  + Director, Committee Chairmen, and Committee Member information.
  + Articles of Incorporation.
  + Bylaws.
  + Meeting Minutes.
  + Online payment services.
  + Membership information.
  + Museum information.
  + Other items determined by the Board of Directors.
* Upon appointment of a new Social Media Manager, provide a seamless transfer of responsibilities, records, and accesses to ensure a smooth transition. Once done, terminate unneeded accesses.
* Once an administrator/moderator is no longer in their elected or appointed position, remove them as administrator/moderator.
* Quarterly SAC ACCA Flyer and Officers’ Video Conference. The Quarterly SAC ACCA Flyer is to be sent the first week of the first month following the calendar quarter being reported or covered.
  + Quarters Covered and When Flyer is Due Out.
    - 1st Quarter (January, February, March). Due: 1st Week of April.
    - 2nd Quarter (April, May, June). Due: 1st Week of July.
    - 3rd Quarter (July, August, September). Due: 1st Week of October.
    - 4th Quarter (October, November, December). Due: 1st Week of January, Next Year.
  + Participate in all quarterly video conferences. Video conferences will be held at the end of the first week of the third month of each quarter, March, June, September, and December.

* + Provide updates by the middle of the month, December, March, June, and September, to the Secretary for inclusion in the quarterly SAC ACCA Flyer.
* Pre-Reunion and Membership Meeting Planning Meeting. Reunions begin, Wednesday, with the Reception that evening. Directors and Committee Chairmen and Members should meet, Tuesday, the day before the reunion. Refer to “Essential Elements Needed for Reunion” Attachment.

* + Reunion Planning. The Reunion Coordinator leads.
    - Work with the Reunion Coordinator to ensure all Social Media needs are met.
    - Brief all what has, will, or can be done, regarding social media.
  + Membership Meeting Planning. The President leads.
    - Work with the President to ensure all social media needs are met.
    - Brief all what has, will, or can be done, regarding social media.
* SAC ACCA Reunion. Work with the Secretary, Treasurer, Reunion Coordinator, and Merchandise Manager.
  + Refer to “Essential Elements Needed for Reunion” Attachment.
  + Prepare and have ready all items needed for successful reunion social media.
  + Ensure social media needs are met.
  + Attend and be involved with the reunion as much as possible.
  + Work with the Treasurer to ensure the Reunion Coordinator’s attendee list is complete to assist with registration, materials, transportation, meals, program events, and anything else needed to achieve success. Assisting the Secretary, Treasurer, Reunion Coordinator, and Merchandise Manager is crucial.
* Membership Meeting. The Membership Meeting is normally held during the SAC ACCA Reunion.
  + Before the Meeting.
    - Have all materials needed to help the President conduct the meeting.
    - Have all materials needed for the Social Media Manager’s Report.
  + During the Meeting.
    - Provide materials as needed.
    - Brief the Social Media Manager’s Report.
  + After the Meeting.
    - Meet with the Directors and Chairmen to recapitulate all that transpired during the meeting. Capture that which may have been missed by others or the Secretary him or herself. This should help to ensure all that was captured is correct. Do this as soon as possible after the meeting, preferably immediately following the meeting.
    - Review the Membership Meeting minutes once distributed. After review and agreement with the other Directors and Chairmen, the Secretary can publish.

**Qualifications**

• Education. While no degree of formal education or generally accepted Social Media Management, Information Technology, or Strategic Communications certifications are required, a solid background in Website and Social Media Management is helpful.

• Experience. Experience in all or most critical aspects of Website and Social Media Management is

extremely helpful. Ability to learn and handle other aspects is instrumental. These can include advanced areas of social media and online payment services.

• Specific Skills. The Social Media Manager must be skilled using shared Microsoft Office programs, particularly Excel and Word. He or she will be skilled using generally accepted Website and Social Media Management, Information Technology, and online payment services. Excellent communications skills are essential as the Social Media Manager will communicate with many.

• Personal characteristics. Honesty, integrity, dedication, and attention to detail are key. Work and collaborate well with others. Oversee the work of others respectfully, courteously, and fairly.

**Job Description Review and Update Information**

Last Updated: May 2nd, 2021

Next Update Due: May 2nd, 2022