



Position Title:	Director of Social Media	Position Category:	Volunteer
Team:	Marketing	Schedule:	At least 2-3 hours per week
Location:	Virtual/Remote	Reports to:	Founder

Job Description

GENERAL DESCRIPTION

A Director of Social Media is responsible for overseeing and managing the organization's presence and activities on various social media platforms.

RESPONSIBILITIES

- Developing and implementing a social media strategy that aligns with the organization's goals and objectives.
- Managing all social media accounts of the organization including content creating, curating, and scheduling.
- Tracking and analyzing key social media metrics, such as engagement, reach, and conversions, to assess the effectiveness and improve social media performance.
- Reporting on social media performance to management, highlighting successes, challenges, and recommended improvements.
- Managing the content calendar and ensuring timely and consistent posting across social media platforms.
- Collaborating with other board members to create a cohesive message across all social media platforms.
- Designing and creating visually appealing content such as graphics, images, and videos to support the social media strategy and engage the audience.
- Staying updated on industry trends, social media best practices, and emerging platforms to optimize outreach strategies and maximize results.
- Monitoring and responding to social media inquiries, comments, and messages in a timely and professional manner.
- Establishing and cultivating positive relationships with other organizations via social media platforms to broaden the organization's reach and amplify its impact.
- Developing and maintaining an extensive list of potential partner organizations and influencers for collaborations.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- *minimum* high school diploma (or equivalent)

PREFERRED SKILLS

- 2 years or more of experience in social media and/or marketing
- Excellent writing and communication skills
- Highly detailed and strong proofreading skills
- Project management experience with demonstrated ability to meet deadlines
- Self-motivated and eager to work in a team setting
- Experience with Google Chat and video calls (zoom, Google Meets, Facetime, etc.)



ABOUT VOLUNTEER SCRIBES, INC. - TEXAS DIVISION

Volunteer Scribes, Inc. - Texas Division is a nonprofit organization (501c3 in progress) that operates under Volunteer Scribes, Inc. that is headquartered in Minnesota and is now dedicated to connecting Volunteer Scribes with healthcare providers in Texas. Our mission is to provide free volunteer scribes for healthcare providers during periods of high patient loads, while also offering invaluable opportunity to those interested in gaining experience in the healthcare industry.

We encourage a culture of diversity, respect, inclusion, camaraderie, determination, positivity, pursuit of personal and team collaboration on the Board of Directors and in the Volunteer Scribe Internship Program.

Email Questions to	tx@volunteerscribes.org	Subject:	Interest Inquiry: [Board Position]
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General Board Expectations

DUTIES

Board Members must hold themselves accountable, behaving with integrity, showing care to obey rules and laws at all times. It is the board's responsibility to develop and maintain an excellent reputation within the healthcare & social media community, to strengthen the Volunteer Scribe Internship Program, increase connections, and create and follow a strategic plan that honors the organization's core mission.

KEY EXPECTATIONS

- Attend monthly board meeting
- Attend important special remote meetings as needed
- Takes the initiative to volunteer and accept projects
- Completes projects thoroughly and within deadlines
- Prepare for meetings, staying informed about BOD matters by reviewing minutes and reports
- Develop and maintain collaborative working relationships with other board members
- Helps maintain the board reputation as a unified group.