

# PMI-CTT Volunteer Role Definition

Version 2018-04-08

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<b>Role</b>	Content Manager – Social Media
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<b>Reports to</b>	VP, Social Media
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<b>Description</b>	<p>Are you tech-savvy and passionate about photo and video editing for digital marketing? This is an opportunity for you to demonstrate your creativity and help promote the Project Management profession.</p> <p>The Content Manager is a key role within the PMI-CTT Chapter's Social Media team. The Content Manager reports to the VP of Social Media, and works in collaboration with Social Media Coordinators and other Chapter leadership team members to manage social media marketing campaigns while adhering to the Chapter social media playbook and Social Media Governance Policy as well as day-to-day activities including:</p> <ul style="list-style-type: none"><li>● Support the creation and development of the Social Media plan and posting calendar</li><li>● Develop relevant content topics to reach the target community and group</li><li>● Create, curate, and manage published content (images, video and written)</li><li>● Work with Social Media Coordinators, monitor, listen and respond to users while promoting the Chapter's social media presence</li><li>● Stay up-to-date with changes in all social platforms ensuring maximum effectiveness</li><li>● Represent the PMI-CTT in a professional manner at all times and protect the PMI-CTT brand</li></ul>
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<b>Skills and Experience</b>	<ul style="list-style-type: none"><li>● Strong written communication skills</li><li>● Passionate about Social Media and willing to use multiple platforms</li><li>● Some experience in text, image and video editing</li><li>● Strong organizational and planning skills</li><li>● Good interpersonal skills</li></ul>
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<b>Time Commitment</b>	<ul style="list-style-type: none"><li>● The volunteer commitment is for a 1-year period</li><li>● 10-15 hours per month</li><li>● Able to respond to emails and Social Media Actions normally within a</li></ul>
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day

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<b>Requirements</b>	<ul style="list-style-type: none"><li>● Interviews will be arranged with interested volunteers</li><li>● Passionate about Social Medias and Marketing</li></ul>
<b>Benefits</b>	<ul style="list-style-type: none"><li>● Gain/enhance Social Media and marketing management skills</li><li>● Extensive networking opportunities with Project/Program/Portfolio Management professionals</li><li>● Maintain PMI credentials by earning PDU units</li><li>● Communication and facilitation experience gained</li><li>● May lead to other leadership roles within PMI-CTT Chapter</li></ul>

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