
Role VP –Social Media

Reports to Board of Directors –
Marketing and Communications

Description

The VP of Social Media is a member of the PMI-CTT Chapter's leadership team. This role reports to the chapter's Board of Directors and is key to the development of chapter brand awareness and the online reputation, as well as cultivating an online community for our members. The role's activities include but are not limited to:

- Managing and developing a team of volunteers within the social media domain, such as the social media coordinators
- Developing the annual budgets and the processes and procedures for the social media team
- Managing social media marketing campaigns and day-to-day activities
- To collaborate closely with the content management team and other chapter leaders to develop relevant content topics
- Curate and manage all published content on various social media channels
- Monitor trends in social media tools, applications, channels, design and strategy
- Monitor social media performance by analyzing KPIs (key performance indicators) and work with the content management team to adjust the plan as needed
- Attending PMI-CTT chapter leadership meetings and some promotional events
- Contributing to the chapter's strategic planning sessions
- Always representing the PMI-CTT in a professional manner and protecting the PMI-CTT brand

Skills and Experience

- Demonstrated organizational abilities and leadership attributes
- Demonstrated passion and creativity in social media
- Strong relationship building and communication skills
- Experience with marketing and branding concepts and programs
- Must be a PMI-CTT member in good standing; a PMI certification holder is preferred

Time Commitment

- The volunteer commitment is a minimum 1-year period
- 15-20 hours per month
- Attendance at the chapter monthly leadership meeting

Benefits

- Maintain PMI credentials by earning PDUs
- Lead to other leadership roles within the PMI-CTT Chapter and other PMI organizations
- Extensive networking opportunities with professional organizations within the community and with Project/Program/Portfolio Management professionals
- Other volunteer reward opportunities