Role   Content Manager

Reports to   VP – Content Management

Description/Summary

The Content Manager is a key role within the PMI-CTT Chapter's Digital Marketing Portfolio. The Content Manager reports to the VP of Content Management, and works in collaboration with Social Media and Communication team, as well as other Chapter leadership team members to create and manage marketing contents while adhering to the Chapter social media and communication policies.

Deliverables

- Edit, Schedule, and Publish chapter marketing and communication contents on various Social Media channels
- Others assigned by VP of Content Management

Duties

The role's activities include but not limited to:

- Support the creation and development of the content management plan and posting calendar
- Develop relevant content topics to reach the target community and group
- Create, curate, and manage published content (images, video and written)
- Work with Social Media Coordinators, monitor, listen and respond to users while promoting the Chapter's social media presence
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Represent the PMI-CTT in a professional manner at all times and protect the PMI-CTT brand

Experience

- Experience with marketing and branding concepts and programs
- Demonstrated organizational abilities and leadership attributes
- Strong relationship building and communication skills
- An effective team player

Desired Skill Sets

- Strong written communication skills
- Passionate about Social Media and willing to use multiple platforms
- Some experiences in text, image and video editing
- Good interpersonal skills
- A PMI certification holder is preferred

Time Commitment

- The volunteer commitment is a minimum 1-year period
- 10-15 hours per month
- Able to respond to emails in a timely manner

PMI CTT Membership Required

- No

PDUs awarded

- As per PMI standards

Other Recognition/Benefits

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