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**Role** Social Media Manager

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**Reports to** VP, Social Media

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**Description**

Are you tech-savvy and passionate about Social Media? This is an opportunity for you to demonstrate your creativity and to help promote the Project Management profession and engage with PMI-CTT Members.

The Social Media Manager is a key role within the PMI-CTT Chapter's digital marketing team to create and maintain a strong online presence for our Chapter. The Social Media Manager reports to the VP of Social Media, and works in collaboration with the Content Managers and the Chapter's leadership team to manage social media marketing campaigns while adhering to the Chapter's social media playbook and Social Media Governance Policy as well as day-to-day activities including:

- Monitor social media and review platforms for industry trends, audience sentiment and engagement opportunities with PMI-CTT members
- Monitor social media on a regular basis
- Provide excellent and timely customer service by responding to comments, direct messages and customer service inquiries quickly, professionally and with poise and tact
- Plan, schedule and create social media copy that maintains a consistent on-brand style and voice, optimized for business goals. Content includes but may not be limited to Instagram, Facebook, Twitter, LinkedIn, TikTok and potentially other corporate social media properties
- Develop, execute and analyze social media campaigns for product launches and other events
- Assess interaction and engagement on each platform, review monthly reporting on analytics and develop action plans where necessary
- Ensure accuracy of facts, grammar, and spelling in all content
- Maintain best practices and stay current and informed with industry innovations that may benefit the brand
- Assist in creating and curating social media content including, but not limited to, images, video, live broadcasts and graphics
- Contribute to and follow the content calendar to celebrate events such as Canada's Birthday and ThanksGiving, recognize efforts and causes such as International Women's Day, National Volunteer Day, and Pi Day, and encourage cross cultural celebration, learning, and curiosity.

- Attend events which may be outside of regular office hours to create social media content which may or may not be posted live

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**Skills and Experience**

- Strong written communication skills
- Passionate about Social Media and willing to use multiple platforms
- Experience in text, image and video editing
- Strong organizational and planning skills
- Good interpersonal skills and customer service skills

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**Time****Commitment**

- The volunteer commitment is for a 1-year period
- 10-15 hours per month
- Able to respond to emails and Social Media Actions normally within a day

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**Requirements**

- Interview will be arranged with interested volunteers
- Passionate about Social Media and Marketing
- Must be a PMI-CTT member in good standing; a PMI certification holder is preferred

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**Benefits**

- Gain/enhance Social Media and marketing management skills
  - Extensive networking opportunities with Project/Program/Portfolio Management professionals
  - Maintain PMI credentials by earning PDUs
  - Communication and facilitation experience gained
  - Lead to other leadership roles within the PMI-CTT Chapter
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