



Social Media Chair

JOB DESCRIPTION

If you love being creative and know your way around social channels, this position is for you. You'll help keep our online community connected and informed, while promoting our organization.

Chair Duties include:

1. Collaborate with Promotions Chair to create a promotional calendar for Social Media
2. Manage social media platforms (Facebook, Twitter, Instagram), keeping content fresh and making efforts to grow online following, as well as:
 - a. Monitor inbound comments/messages, responding as needed
 - b. Work with other moderators
 - c. Collaborate with social media volunteers
3. Create social media graphics using Canva (or program of choice) in-line with brand guidelines
4. Promote organization events to increase attendance
5. Promote fundraising efforts to increase donations

Board member expectations include:

- Attendance and appropriate preparation for monthly meetings (first Thursdays)
- Completing positions-specific tasks between meetings, utilizing volunteers when needed
- Participation in major events and fundraisers (Family Building Conference, 5k, Grant Drive)
- Attending *at least* one Support Group meeting a year
- Representing KCinfertility in the public, knowledgeably and professionally
- Notifying the board in advance if any commitments cannot be met.

New terms will start January 2023 and last two years, with the option of renewing for a second term, if desired.