

Description

This is a new volunteer position for the chapter reporting to the VP of Communications. This position is needed to support the growth from our chapter's stakeholders to server communication needs via the use of social media platforms.

This is also expected to become one of the key marketing channels we use over time to support the chapter's value proposition and advertise for the product we deliver to our members.

This would include supporting posting of relevant information on our three preferred our social media channels (Facebook, Twitter, and LinkedIn), including but not limited to promotion of chapter events, education opportunities, volunteer opportunities, chapter news, job opportunities and many more.

However, the world of social media is constantly changing, and we are receiving growing requests for distributing more video and audio materials and those platforms would be a preferred way to do this distribution

Roles and Responsibilities

- Work with VP of Communication to develop a social media policy for the chapter
- Ensure that we follow the chapter's social media strategy and social media policy once developed
- Ensure compliance with PMI's Social Media Guidelines and brand standards for chapters
- Provide leadership to other teams on the most effective methods of using the Chapter social media presence for their needs
- Stay abreast of social media trends and technology and advise the Chapter if and how to leverage them
- Learn about tools and applications that can enhance and/or automate social media activities
- Work closely with VP of Operations to ensure effectiveness of communications
- Content creation as necessary, including posts, tweets, pins, pictures, infographics, videos, multimedia
- Curate content, finding and sharing information of interest to the Chapter's audience while respecting copyright laws
- Respond to social media comments, concerns and complaints in a professional manner
- Advise on the best way to integrate social media in the Chapter's website, marketing campaigns and content publishing
- Create and manage social media campaigns tailored to the specific needs of the Chapter
- Monitor and post on behalf of the Chapter to other people's blogs, social sites and so forth to develop new relationships. Reach out to online communities to build Chapter brand awareness
- Elevate the profile of the project management profession by disseminating PMI's thought leadership and research to a regional audience
- Develop or update a succession plan and training materials for this volunteer role

- Work with VP of Membership on creating measures specific to engagement linked to social media.

Qualifications

- Strong written skills
- Absolutely team and collaboration driven.
- Focus and attention to detail are very important for this position.
- Appetite for innovation and new ideas is very welcome
- Bonus: Some graphic design skill is a plus!
- An eye for the details and patience to look for them.
- Be a self-starter who initiates action and works with fellow volunteers to improve the portfolio's (and the Chapter's) operational efficiencies.
- Good sense of humor and team spirit

Strategic and Business Management Skills

- Basic Understanding of Current trends in Social Media Technology and Applications
- Basic Understanding or Desire to Learning/Utilize Social Media Management Tools (example: Facebook, LinkedIn, Instagram for now)
- General Understanding of Social Media Apps Such as Facebook, Twitter and LinkedIn
- Following trends in the social media world and what other chapters look at and what our various stakeholders utilize and get an interest for
- Online Community Moderation Ability

Leadership Skills

- Excellent Writing Skills
- Technical Tools Skills

Rewards:

- All privileges and benefits applicable to Chapter Volunteers
- For PMPs the ability to earn PDUs for time spent on performing volunteer work.

Commitment

- An average of 8=10 hours per month
- Must be a member in good standing with the PMI Milwaukee SE WI chapter