

North Florida Compensation & Benefits Association

Social Media & Marketing Director Job Description

Summary

Develop and implement social media strategy and communication plans to increase visibility of NFC&BA programs and services, regional survey, and World at Work. Serves as the primary source for local chapter communications with members.

Essential Functions

- Maintains active participation in the social media sphere
- Coordinates with Board members on communications to be posted via Social Media sites
- Maintains contact with survey vendor on timelines and communications
- Prepares and releases frequent member survey participation and purchasing communications
- Coordinates website updates for survey deadlines and details
- Coordinates with local organizations for survey participation
- Ensures that the duties of the position are performed in accordance with the NFCBA by-laws
- Attends Board meetings
- Attends Local Network meetings

Position Requirements

- Desire to support the local community of Compensation, Benefits, and Total Rewards professionals
- Ability to exhibit creativity and documented immersion in social media
- Ability to send out member communications in a timely manner
- Ability to promote survey participation and purchase in a timely manner
- Ability to send survey communications information in a timely manner

Term Length

The Social Media & Marketing Director role is normally for a two year period, depending upon current chapter leadership needs.

Date of Last Revision

6/11/13