

## **AIGA DFW Social Media Chair**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Mission:**

Direct the communication of chapter events, initiatives, and news to the design community at large across our social media accounts in alignment with the organization's mission and values to invite and encourage engagement.

### **Responsibilities:**

- Managing AIGA DFW's social media presence and posting schedule
- Ensure social shares are in accordance with AIGA's mission, and social media guidelines
- Review and make edit requests for all social artwork suggestions to ensure that only strong, professional creative is approved and published
- Maintain a positive and consistent social media image for the organization
- Collaborate with all program chairs to deliver key messages for each event
- Maintain a posting calendar to ensure all program advertising begins 6 weeks in advance
- Ensure social posts are created for all written announcements of new initiatives / blog post
- Request, edit, and share video and photography content to recap chapter events on social media
- Be responsive to all inquiries / comments across social channels
- Attend most AIGA DFW events, one board meeting per month, and the annual board retreat

### **Skills + Traits:**

- Excellent verbal and written communication skills.
- Expert level knowledge of design principles and industry standards.
- Organized and can easily multitask.
- Works well remotely: resourceful, independent, self-motivated, digital team player.
- Possesses cross-cultural literacy.