



## **AIGA Dallas Social Media Chair**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Role Purpose**

The Social Media Chair leads how AIGA Dallas shows up publicly across social platforms—shaping the chapter’s voice, visibility, and engagement with the broader design community. This role ensures that chapter events, initiatives, and stories are communicated clearly, consistently, and creatively in alignment with AIGA’s mission and values.

This is an active, hands-on role that blends strategy, content creation, and ongoing platform management, with a strong emphasis on storytelling and community connection.

### **Core Responsibilities**

#### **Social Media Strategy & Execution**

- Manage AIGA Dallas’s social media presence and posting schedule across all active platforms
- Maintain ongoing weekly management, with time commitment flexing based on event activity
- Plan and schedule content monthly when possible, while remaining responsive to real-time needs
- Maintain a content calendar ensuring promotion for all major programs begins at least eight weeks in advance

#### **Event-Based Content**

- Push content before, during, and after events, including:
  - Pre-event promotion and reminders
  - Live or near-real-time posting during events when feasible
  - Post-event recaps, photos, videos, and community highlights
- Collaborate with Event Photographer, Program Chairs, and Onsite Experience teams to ensure timely content flow

#### **Content Creation & Copywriting**

- Transform provided assets (graphics, photos, videos, event details) into engaging, platform-appropriate social content



- Write and refine social copy with a strong emphasis on storytelling, clarity, and audience engagement
- Ensure social posts are created for all written announcements, including new initiatives, blog posts, and chapter updates
- Review, provide feedback on, and request edits for all proposed social artwork to ensure only strong, professional creative is published

### **Community Engagement**

- Monitor and respond to comments, messages, and inquiries across social channels in a timely and professional manner
- Identify opportunities to spotlight members, volunteers, partners, speakers, and the broader Dallas design community
- Ensure all content aligns with AIGA's mission, values, and national social media guidelines

### **Technology & Content Expectations**

The Social Media Chair must be technologically savvy and comfortable working hands-on with:

- Social media platforms and scheduling tools
- Content batching, planning, and scheduling workflows
- Turning raw assets into polished, engaging social content
- Writing compelling captions and narrative-driven posts
- Crafting cohesive storytelling across platforms to support events and initiatives

Copywriting experience is a strong plus, particularly the ability to translate event details and assets into engaging, human-centered content.

### **Collaboration & Reporting**

- Works day-to-day with the Director of Digital Engagement
- Collaborates closely with the Director of Communications to ensure messaging alignment and brand consistency
- Partners with:
  - Marketing Chair
  - Program Chairs
  - Director of Membership & Community
  - Diversity Chair
  - Professional Development Chair



- Event and Onsite Experience Chairs
- Provides updates as needed during board meetings and planning sessions

## **Time Commitment**

- Weekly: Ongoing engagement required (typically a few hours per week during active programming)
- Monthly: Content planning and scheduling when batching posts
- Meetings:
  - Attendance at monthly board meetings is required
  - Attendance at annual planning meetings is required
- Events: Some evening and weekend availability expected to support live events
- Time commitment increases around major initiatives and chapter-wide programs

## **Engagement Expectations**

This is not a passive or “set-it-and-forget-it” role. The Social Media Chair is expected to:

- Proactively plan, execute, and adjust content strategies
- Anticipate upcoming needs and deadlines
- Take ownership of the chapter’s public-facing social presence
- Maintain consistent communication with leadership and collaborators
- Adapt content based on engagement, feedback, and chapter priorities

## **Skills & Traits**

- Excellent verbal and written communication skills
- Strong copywriting and storytelling abilities
- Strong design skills
- High comfort level with social platforms and scheduling tools
- Ability to turn assets into engaging, on-brand content
- Strong organizational skills and attention to detail
- Works well remotely: resourceful, independent, and self-motivated
- Collaborative, responsive, and proactive communicator
- Cross-cultural literacy and commitment to inclusive representation

## **Measures of Success**

- Consistent, timely promotion of all chapter initiatives
- Clear, professional, and on-brand social presence
- Strong engagement across platforms (comments, shares, participation)



- Positive feedback from Digital Engagement, Communications, and board leadership
- Increased visibility and awareness of AIGA Dallas programs and community impact