



## **SOCIAL MEDIA MANAGER**

### **Position Overview**

Responsible for maintaining TVMC's social presence.

### **Background**

The Texas Volunteer Management Conference (TVMC) is the leading educational event for current and emerging volunteer management professionals in Texas and neighboring states. Since 1991, this annual conference has provided an opportunity to learn from content experts, thought leaders, and seasoned practitioners who are outstanding in their fields. The TVMC is planned and executed by professionals from organizations that are leaders in the field of volunteer engagement.

TVMC was hosted virtually in 2021 and 2022. The virtual audience doubled the size of the conference from 2019's audience of 223 to a sold out audience of 500. The conference for 2023 was paused to reflect on the past and strategically plan for how to best support the growth of the conference.

The Host Agencies, which include VolunteerNow, DOVIA of Tarrant County, and DADV, are excited to relaunch TVMC in person with hybrid components in 2024.

### **Responsibilities & Oversight**

- Scheduling social media posts
- Track social analytics
- Content creation
- Create visuals for the conference to display hashtag and social media pages
- Monitoring social media conversations
- Assist Communication Chair
- Participate and follow through with Communication Team meetings and work
- Pay any conference fee approved by Leadership Team
- Attend the TVMC

### **Qualifications**

- Well organized, ability to multitask
- Knowledge of Social Media Marketing
- Team player and strong writing skills

**Reports To:** Communication Chair

**Length of Term:** minimum of one year

**Time Commitment:** 5-10 Hours a month with increased time as the event gets closer

**Voting Status:** non-voting member

**Benefits:** Support and advance volunteer management professionals and the profession in Texas. Participation in planning and experience in committee coordination and management. Build skills and experience in social media marketing.

## **Social Media Tasks**

This serves as an overview of the tasks which require attention from the Social Media Manager. This list is a guideline and additional duties might be added to ensure the success of the conference.

- Create posts for platforms prior to and during the conference
  - Facebook
  - Twitter
  - LinkedIn
- Schedule posts
- Create hashtag and advertise through twitter
- Create visuals for the conference to display hashtag and social media pages
- Monitoring social media conversations
- Encourage social media use during the conference
- Platforms include Twitter, Facebook and LinkedIn
- Assist Communication Chair
- Attend TVMC and assist with set-up, execution, and clean-up of the event