



## SOCIAL MEDIA DIRECTOR

**POSITION DESCRIPTION:** TWO-YEAR TERM, VOLUNTEER,  
BOARD OF DIRECTOR'S POSITION

**Are you an outgoing, fun-loving person with a passion for blogging, tweeting, posting, hashtagging and messaging words of innovation on social media platforms? Are you an influencer that builds movements with your words, your activities or your imaginary?**

If so, the Cal-IPGCA Association has the perfect social media job for you! We are seeking a team player with great passion for innovation and change leadership to assume the exciting role of Social Media Director. Proficiency in social media networks and strong oral and written communication skills is desirable. The Social Media Director is responsible for developing creative marketing and outreach strategies through videos, messages, hashtags, images, e-newsletters, catchy design elements, or innovation blogs with the assistance of a committee. The Social Media Director will have the unique opportunity to build connections with the association members and State leaders to engage them in supporting Cal-IPGCA Association initiatives and its mission and values.

The Social Media Director collaborates with the Association's Board Officers, Directors, Board of Advisors, and the CAL- IPGCA Program Management team to create public relations campaigns and build positive relationships with our partners, executive sponsors and media outlets.

### THE SOCIAL MEDIA DIRECTOR WILL:

- Develop the Association's social media communication and outreach Strategy and Plan
- Assemble and oversee a diversely skilled social media committee
- Lead broadcast of Cal-IPGCA Association and CAL IPGCA program workshops and events on social media
- Develop contents for contemporary innovation topics to post on social media for Cal-IPGA Association members
- Project a positive image to all internal and external stakeholders via social media networks such as Facebook, Twitter, Tumblr, YouTube, LinkedIn, Snapchat, Reddit, etc.
- Ensure quality control of all information released on social media that's consistent with the Association's mission and vision

**If you are a social media nerd, an effective communicator, and passionate about marketing and awareness in support of innovation, then don't miss out – please **APPLY TODAY!****

