

**Volunteer Position Description**

**Social Media Specialist**

CCVA Mission: *To advance excellence in volunteer administration by delivering professional certification and advocating ethical practice.*

The Social Media Specialist will provide insight and guidance to the Executive Director and Marketing Committee to develop best practices for social media outlets such as Facebook and Twitter, to align the sites with the marketing goals, and to post relevant messages regularly to those sites to increase traffic and awareness of the CVA credential.

**Orientation and Training:**  Orientation to CCVA and this position will be given by phone and/or webinar by the Executive Director.

**Responsibilities:**

* Share relevant social media best practices with Executive Director and Marketing Committee.
* Post messages regularly to Facebook (1-2 per week) and Twitter (daily).
* Engage CVAs in submitting photos of CVAs in action to use in social media, on website, etc.
* Increase traffic to the Facebook and Twitter sites
* Monitor social media traffic to assess effectiveness
* Participate in Marketing Committee conference calls as needed or desired, to share information or gather input

**Suggested Goals (to be mutually determined after identifying current baseline):**

* X # “Likes” to the Facebook Page
* X # followers on Twitter
* Facebook posts engaging X # CVAs
* X # Twitter retweets

**Qualifications:**

* Interest in social media
* Experience with administering Facebook and Twitter accounts
* Excellent oral and written communication skills
* Desire and ability to work independently as a virtual volunteer
* Knowledge of legal requirements and risk liabilities with social media

**Work Schedule:** Volunteer work hours are flexible in agreement with the Executive Director.

**Time commitment:** An estimated total of 2 volunteer service hours per week is expected for this position. The position assignment is for one year. The commitment may be extended by mutual agreement.

**Supervision and Support Plan:** The staff liaison for this position is the CCVA, Executive Director, info@cvacert.org, 804-794-8689. A plan for regular communication with the Media Specialist will be mutually determined. The Social Media Specialist is expected to meet deadlines in a time frame mutually agreed upon.

**Volunteer Benefits:**

* Opportunity to provide CCVA with skills acquired in social media and provide consultation
* Opportunity to make professional contacts in a worldwide organization
* Opportunity to contribute toward the mission of the CCVA

**Start and End Dates:** November 2014 – November 2015