

VOLUNTEER JOB DESCRIPTION

Position: Social Media Chair

When: As soon as possible

Responsibilities: The NYS TESOL social media chair will constantly:

- 1- Assist with the establishment and the implementation of a strong digital infrastructure to increase the visibility and outreach of **NYS TESOL**.
- 2- Send out customized messages across multiple social media channels, to diverse stakeholders by using multiple forms of communication, from video and other forms of digitally-distributed media to immersive story forms and interactive social media platforms.
- 3- Constant use of interactive and persuasive media, curated content, social media, published articles, and visual media consistent with the mission of **NYS TESOL**, and manage **NYS TESOL** information resources on the webpage and direct inquiries from audience members to appropriate information sources.
- 4- Send shoutout newsletters, promotional materials, and other information.
- 5- Use basic data measurement and evaluation tools and techniques such as hootsuite and tweetdeck to "listen" to and interact with supporters and target communities to improve messaging, engagement, brand, and the influence of the NYS TESOL marketing and communications goals. Establish a list of frequently asked questions
- 6- Manage projects and contribute to committee and team work.
- 7- Others as required

Qualifications: TESOL related University Degree preferred, Skills

1. Speak English and at least second language.
2. Online presentation skills (webinars, YouTube videos, Facebook live...);
3. Strong oral and written communication skills;
4. Team and project management.

Knowledge of various social media tools (e.g. facebook, Twitter, Instagram, LinkedIn, Youtube etc)

Administrative details of the position:

- 1- **Duration:** Three months
 - 2- **Supervisor:** Mohamed Diallo, Vp of communications
 - 3- **Workspace:** Space is available at the office of the VP of Communications.
- Must have a computer and online capabilities.