

POSITION DESCRIPTION OUTLINE

Position Title: Social Media & Community Specialist **Job Number:** 154530

I. General Description:

The incumbent is responsible for assisting in the planning and implementation of the association's use of social media and other online communications networks. Develop initiatives in social networking, video sharing, web communities and on other social media sites and technologies to engage ASHA members, educate the public, strengthen ASHA's brand and promote ASHA products and services.

A. Major Duties:

1. Facilitate ASHA's participation in external blogs and social communities.
2. Maintain, evolve, and enforce ASHA's social media policies and guidelines..
3. Strategize with and educate ASHA staff on how to write for blogs and other forms of social media and how they can incorporate relevant social media tools and techniques into their programs.
4. Measure the effectiveness of ASHA's social media efforts.
5. Facilitate the collection and publishing of ASHA and user-generated audio, video, photos and text.
6. Assist with the maintenance of ASHA Web sites; specific responsibilities include Leader production, copyediting, fixing links, and enhancing page layouts and manage non-HTML documents (PDF or Word files) in terms of technical specifications and content value for site visitors.
7. Keep up-to-date on the latest technologies and best practices in social media
8. Monitor blogs, YouTube and other social networks for mention of ASHA and identify opportunities for staff to respond to and/or issues of member interest.
9. Identify ways to enhance member experience through various forms of social media.

B. Contacts:

The incumbent has contact with:

- National Office staff at all levels
- ASHA leaders, members and consumers who participate in social networks related to CSD.
- Outside vendors & consultants

II. Freedom to Act:

Incumbent will receive both specific and broad goals from coach. In the implementation of those goals, considerable latitude will be given.

III. Education, Experience, Knowledge, Skills:

Knowledge typically acquired through:

- B.A. / B.S.
- Relevant experience in social media and editing and writing for Web sites
- Continuing education or coursework in social media strategy

Scope and depth of technical skills/knowledge:

- Demonstrated excellence in writing and editing

- Strong knowledge of social media tools including blogs, social networks, podcasts, wikis
- Experience with Windows XP operating system , Microsoft Office applications (Word, PowerPoint, Excel), and e-mail/calendaring software
- Understanding of content requirements of the Web, including site architecture, navigation, labeling and accessibility
- 1-2 years experience creating HTML and other Web assets (preferred: in a distributed publishing environment)
- General understanding of principles of page layout and design

Scope and depth of non-technical skills/knowledge:

- Ability to assume a leadership role in facilitating social media strategy
- Strong interpersonal skills
- Ability to work independently and anticipate next steps
- Ability to handle multiple tasks and deadlines simultaneously
- Attention to detail
- Excellent communication skills including the ability to convey complex ideas in clear and understandable prose and speech

IV. National Office EEO Policy:

“The incumbent shall take steps as are necessary to assure that all employment practices under his or her control, including hiring, firing, promotions, demotions and discipline, are conducted so as to comply with equal opportunity laws and ASHA’s policy with regard to race, sex, religion, national origin, age or physical disability. Any questions concerning this policy should be addressed to ASHA’s Human Resources staff.”

V. Disclaimer:

“This description is intended to provide an overview of the responsibilities and duties of the position. It is not all inclusive. The incumbent in the position will be expected to perform other duties as required. The responsibilities may change over time. This description is provided for informational purposes only and does not form the basis of a contract.”