



PMI NASHVILLE CHAPTER

Started in 1996, the chapter is located in Nashville, TN, and is comprised of over 1,400+ members. Its mission is to advance project management in the Nashville area, helping members grow professionally with a variety of offerings.

Job Title: Director of Social Media

Reports to:

Term:

Job Description: Elected volunteer responsible for initiate, plan, implement, monitor and close related activities associated with Social Media.

Director of Social Media Responsibilities:

The Director of Social Media will administer PMI's Nashville social media accounts. Support the Chapter's strategy and manage social media initiatives. The Director will have experience in established and emerging social networks, including: Facebook, Twitter, LinkedIn, G+, YouTube. The Director of Social Media will be responsible for keeping the membership informed about Chapter activities and events. The Director of Social Media will be well informed and always mindful of the Mission of Chapter.

The Director of Social Media will work closely with other board members, and partner, on a variety of strategic initiatives such as **Symposium**

General Director Responsibilities:

- Communicate with followers, respond to followers or questions posted in a timely manner and monitor reviews.
- Design and implement social media strategy to align with organizational goals.
- Collaborate with other teams, like Marketing, to ensure brand consistency.
- Team player with the confidence to take the lead when necessary
- Oversee social media accounts' design
- Stay up-to-date with current technologies and trends in social media and applications.

Skills/Qualifications:

- Experience and passion in the area of Social Media
- Active and able to engage people and content management
- Ability to deliver creative content (text, image and video)
- Knowledge of online marketing channels
- Competency with a wide array of social networks (Facebook, Instagram, Tumblr, Twitter, YouTube, etc.)
- Fluency with Twitter Insights, Facebook Audience Insights

Requirements:

- Member in good standing of the Nashville Chapter and have been for the past year while complying with Chapter Bylaws.
- Willingness to learn and try new things while have access to the Internet.
- Able to coach/mentor others and be willing to be coach/mentored.
- Ability to be a team contributor, to be persistent when necessary, responsive, open and accessible.
- Ability to share and delegate.

E-mail address:

External URL:

www.pminashville.org