



PMI NASHVILLE CHAPTER

Started in 1996, the chapter is located in Nashville, TN, and is comprised of over 1500+ 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: VP of Communications

Date: August 2018

Job Description: The Director of Social Media will be responsible for keeping the membership informed about Chapter activities and events via social networks, including but not limited to Twitter, Facebook, and LinkedIn.

Director of Social Media Responsibilities:

- Provide thought leadership and vision for social media strategy for the Chapter
- Look for unique opportunities to leverage social media resources effectively
- At a minimum, weekly review the PMI Nashville event calendar/weekly newsletter and publicize upcoming events
- Post a mixture of content each week: project management education mixed with PMI events and member highlights to encourage activity
- Take photos at any chapter events to post on accounts
- Post a thank you message on accounts when appropriate after an event
- Tag people at events or affiliated to the chapter with their permission
- Facebook and Twitter ads for events to drive visibility and registrations
- Engage with VP of Marketing on strategy ideas to promote the Chapter
- Work with VP of Metrics to develop metrics for PMI Nashville social media activity

All Board Member Responsibilities:

- Comply with all Chapter Bylaws.
- Participate in chapter events, including luncheons, Community of Practice meetings, the annual Symposium, and networking events whenever possible.
- Strive to achieve the chapter vision, mission, and objectives as detailed by the Chapter board and Chapter strategic plan.
- Support the board and their responsibilities and objectives and provide feedback.
- Develop and implement succession and transition plan documentation.
- Ensure documentation is kept current and on the Google Drive.

Skills / Qualifications:

- Familiarity with best practices in social media and familiarity with a variety of social networks, their technical requirements and best practices, as well as staying up to date on new capabilities being introduced to those platforms.
- Superior verbal and written communication skills
- Demonstrated ability to improve social media outcomes at the institutional level
- Experience in digital and/or social media
- Knowledge of social media monitoring and engagement tools
- Competency with a wide array of social networks

Requirements:

- Must be a member in good standing of the Nashville Chapter, and have been for the past year while complying with Chapter Bylaws.

E-mail address: socialmedia@pminashville.org

External URL: www.pminashville.org