

NAFSA: Association of International Educators
Volunteer Position Description

Position:	Social Media & Marketing Coordinator
Committee:	NAFSA Region VIII Team
Appointment:	By Regional Chair
Term Dates:	2 years

Qualifications:

- Intermediate to Advanced knowledge of various social media outlets
- Knowledge of various presentation style outlets such as Adobe, Canva, etc.
- Understanding of NAFSA and its leadership structure
- Willingness to promote NAFSA
- Demonstrated commitment to the field of international education
- Support and encouragement of home institution to carry out the responsibilities

Responsibilities:

- Actively represent social media and marketing concerns and interests on the regional leadership team.
- Primarily responsible for all social media accounts for the region, including creating and posting content on a regular basis to keep regional members informed and engaged. In order to create engaging posts, experience designing graphics and visuals is important to this position.
- The Social Media & Marketing Coordinator should take photos and record videos at the annual regional conference and share these with the regional team as well as posting on the region's social media and sharing the images and videos with the Communications Coordinator to post on the region's website.
- Manage the photo archive and keep organized
- Organize, share, and store all relevant social media and marketing materials in regional electronic files.

Commitment

- The Social Media & Marketing Coordinator reports to the region's Chair and is expected to actively participate in the work of the regional team, provide thoughtful input to the

deliberations of the team, focus on the best interest of NAFSA and the team rather than on personal or constituent interests, and work towards fulfilling the team's goals.

- They should attend and participate in regional team meetings throughout the year and attend any relevant NAFSA national/regional conferences..

Updated October 2024