



US Green Building Council – South Carolina Chapter Volunteer Job Description

→ SOCIAL MEDIA MANAGER ←

Chapter Vision, Mission, and Aim:

To transform the way buildings and communities in South Carolina are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.

For more information, visit: <http://www.usgbcsc.org>

Chapter Committee	Communications Committee
Volunteer Position Title	Social Media Manager
Position Level	Chapter-level only
Job Description	Develop and execute a clearly defined social media strategy that supports Communications, Advocacy, Membership and Education initiatives while increasing inbound traffic and Chapter and green building awareness
Approx. Hours Per Month	8
Commitment Timeframe	One year
Qualifications	Strong marketing/communications/writing experience desired Ability to handle multiple projects simultaneously Strong organizational and attention-to-detail skills Demonstrated creativity and immersion in social media Member of Chapter Commitment to the Chapter’s vision and mission Eager to meet and exceed objectives
Specific Responsibilities	Evaluate, plan, organize, manage and contribute to targeted social media channels while maintaining consistent message Measure the success of social media activities and report the results and recommendations for improvement to the Communications Committee Outline SM strategies to be implemented across other Chapter initiatives Participate in monthly Communications Cmte meetings providing progress updates and insights gained from SM monitoring Follow USGBC branding guidelines in communicating USGBC-SC
Positions Reports to	Chair of the Communications Committee
Measure of Success	Increased number of followers translates to more members, higher program attendance, higher media hits
Benefits to volunteer	Gain experience in managing social media program

To apply for this volunteer opportunity:

Contact: Dan Gerst, Chair of Communications

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