



## **Director of Social Media**

*Volunteer Role*

### **Position Summary:**

The Director of Social Media supports the Vice President of Communications in executing Seattle SHRM's digital and communication strategies. This hands-on role is ideal for someone who enjoys creating content, supporting digital outreach, and keeping communication platforms up to date. Responsibilities include assisting with social media posts and graphics, drafting newsletters and blog content, updating the organization's website, and carrying out a variety of communication-related tasks as directed.

### **Key Responsibilities:**

- Design, schedule, and publish social media posts across platforms to promote events, initiatives, and member engagement
- Assist with basic graphics (e.g., social posts, emails, web visuals) when custom content is needed
- Support creation and distribution of email newsletters, blog posts, and other member communications as directed
- Coordinate with board members to gather content and maintain an engaging online presence
- Make periodic updates to the website (e.g., events, news items, resource pages)
- Help ensure brand consistency and quality in all digital communications
- Pull engagement metrics from social media and email platforms to support communications reporting and strategy
- Support the VP of Communications with special projects and other duties as assigned

### **Qualifications:**

- Familiarity with social media platforms (e.g., LinkedIn, Facebook, Instagram)

- Basic knowledge of website editing platforms (e.g., WordPress, Wix, or similar)
- Some experience with graphic design tools (e.g., Canva, Adobe Express, or similar)
- Strong writing and editing skills, especially for digital content
- Reliable, detail-oriented, and responsive to deadlines
- Interest in communications, marketing, or digital media
- Ability to work collaboratively in a volunteer team environment