



NCURA REGION III POSITION DESCRIPTION

SOCIAL MEDIA COORDINATOR

A. FUNCTION OF THE POSITION

Promotes the Region's mission and vision through the use of social media subject to Executive Committee approval.

B. RESPONSIBILITIES

- Ensures that all Region III Social Media accounts comply with the terms and conditions of each platform
- Identifies content to post Region III social media platforms
- Outlines Region III's Social Media Strategy as part of the Region's overall communication strategy.
- Collaborates with other coordinators to publicize activities and committee news
- Ensures content on the region's social media sites is appropriate, relevant, up-to-date and does not promote:
 - vendor goods/service
 - any political viewpoint,
 - any communication that can be construed as personally benefiting an individual or group,
 - activities affording any candidate running for an elected NCURA office an unfair advantage.
- Reviews and follows Committee's Standard Operating Procedures and suggests updates as needed
- Other duties as agreed upon

C. ELIGIBILITY REQUIREMENTS

- Must be a regular member in good standing of NCURA (as referenced by National Bylaws).
- Must be a current member of Region III.

D. TERM LENGTH AND LIMITS

- Serves a term of one (1) year beginning after the Regional Meeting.
- Eligible for one (1) additional term at the discretion of the Secretary.
- May not serve more than two (2) consecutive terms.

E. REPORTING LINES

- Reports to the Secretary.

F. TIME COMMITMENT

- Time required to fulfill responsibilities is approximately six (6) hours per month.
- Attends both the annual Regional Meeting and the annual National Meeting, or assigns a designee from the committee to attend.

G. BENEFITS AND PRIVILEGES

- Professional development and recognition within NCURA regionally and nationally.

H. ADDITIONAL INFORMATION

- Reflective of NCURA's [Diversity and Inclusion Statement](#), we are committed to achieving diversity of all kinds in its appointments, including experience, geographic area, institution type, gender, and ethnicity, and we encourage ALL interested members to become involved in NCURA.

I. VOLUNTEER ACKNOWLEDGMENT

Print Full Name

Date

Signature

Annual Conflict of
Interest/Commitment
Disclosure filed? • YES • NO

Approved: 11/3/2020