

CAMPBELL RIVER YOUTH SOCCER ASSOCIATION ROLES AND RESPONSIBILITIES



Position: Director of Social Media

Purpose: The Director of Social Media is responsible for generating, updating and maintaining various Social Media Platforms including Facebook, Instagram, etc.

Duties and Responsibilities

- Create and post materials sent by the CRYSA Board of Directors (BOD) on the various Social Media Platforms.
- Oversee all aspects of marketing of CRYSA events on the various social media platforms.
- Regularly update the various social media platforms as requested or as needed.
- Report activities and results at monthly BOD meetings.
- Foster a sense of community among followers.
- If there is a conflict involving the Director the problem will be referred to the Executive of CRYSA. The Director will abide by the decision of the Executive.

Knowledge and Skills

- Knowledge of, and ability to navigate posts on various social media platforms.
- Demonstrable ability to effectively work with CRYSA representatives.
- Attention to detail and ability to organize.

Commitment

The time requirements for the Director of Social Media fluctuates throughout the year, with an average estimate of one hour per week.