



Penn TESOL-East Board Position Description

Social Media Chair

About the Organization

PennTESOL-East is a professional, non-profit association dedicated to the improvement and advancement of English language teaching. We are an affiliate of TESOL International serving Eastern Pennsylvania, Delaware, and South New Jersey. Our work includes advancing the field of TESOL in the region through professional development, community-building, and advocacy.

Position Overview

The **Social Media Chair** is an important role on the board of directors, as social networks have become a primary means of communication with our membership. The Social Media Chair leads the social media work of the organization, which entails maintaining an active presence across multiple platforms, strategically building a social following, and ensuring professionalism and consistency in all posts.

Commitment

The Social Media Chair is appointed to a two-year term. In addition to the general duties of a board member, the Social Media Chair should expect to commit around 4-5 hours per month.

Qualifications

A successful candidate will be experienced with a range of social media platforms and public-facing communications. Excellent command of written English is a must, and graphic design experience is a plus.

Key Responsibilities

- Manage all PennTESOL social media accounts (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Develop annual social media plan
- Meet quarterly with communications committee
- Track and report to the board monthly on analytics such as followership and engagement
- Promote other PennTESOL content on various platforms as needed, in a timely manner
- Send periodic email blasts to PennTESOL mailing list as needed
- **Conference:** Develop social media plan two conferences per year (including distributing call for proposals, promotion of the event itself, live updates and photos during the event, and sharing recordings and materials from the event)

To Apply:

Submit a resume and cover letter to pennsylvaniatesoleast@gmail.com with the subject line **“Social Media Chair Application”** by June 1, 2022.