

Communications & Social Media Assistant volunteer opportunities available!

Are you a creative, digital influencer who enjoys spending time sharing information via social media sites like Facebook, Twitter, Youtube, or LinkedIn? Then we have some great ways you can make a difference with AMTA-NH Chapter!

AMTA-NH Chapter is seeking a few energetic, proactive individuals to volunteer in a role of Communications & Social Media Volunteer. The volunteer will work directly with the Web Committee Chair to maintain a social media presence and communications campaign for the Chapter in promoting its mission statement, workshops, volunteering and other activities aimed at connecting the members, potential members and community.

ASSIGNMENT:

1. Developing the Chapter's social media presence with a focus on:

- keeping our social media channels updated, from a weekly to a daily basis
- encouraging others to comment on our posts and share them with others
- increasing the numbers of people following our posts on our own website and on Facebook, Youtube, etc.
- Promoting membership
- building the AMTA brand
- setting, working towards, and reporting on social media objectives and target goals
- post event information to inform and connect the Members and the public with the AMTA-NH Chapter community
- assist in the development of the Chapter's media plan.

2. Consider undertaking or assisting with ONE (or more, as desired) of the following projects:

a) Planning and writing a blog-like article each month for the Chapter's website:

This could be based on the Chapter's activities, a profile of a Chapter Member, or another aspect of AMTA.

b) Photography:

Developing and updating the Chapter's photographic database of Chapter events; taking photographs and/or ensuring that someone is available to photograph all key events and ensuring that permissions for photography have been granted. This could also involve video work, if interested.

c) Search Engine Optimization:

Assisting the Chapter's Webmaster in updating the Chapter's website content to make it more easily found by relevant internet users.

d) Another project:

If you have a particular area of knowledge or an interest area you would like to pursue, you are welcome to propose a project for you to undertake.

TIME COMMITMENT: 2-3 hours/month, can be tailored to more or less depending on volunteer desires

REPORTS TO:

The Web Committee Chairperson

MAIN RELATIONSHIPS:

The role is very much about communicating externally and building relationships with potential and current AMTA members. The Communications & Social Media Volunteer may be working alongside the Chapter's Committee Chairpersons to coordinate communication efforts through the website and/or social media channels.

DESIRED SKILLS:

- * An excellent communicator able to write clearly, accurately and succinctly
- *Familiar with using using social media and other tools to general interest in business or project (if you already have personal or business-related experience managing your own Facebook/ Twitter pages by updating Status postings, photos, sharing helpful weblinks, this is what we're talking about!)
- *Has enthusiasm to keep up-to-date with current events in the massage therapy field
- *Familiar with maintaining and/or developing website content
- *Experience with e-mail campaign applications such as Constant Contact
- *Can be flexible with their time: we envision spending a short time each day (although not necessarily every day) updating social media channels. The volunteer may also be expected to attend some of our events and workshops with a view to reporting on them.

REQUIREMENTS:

- *Must be a current AMTA Member in good standing
- *Accept and adhere to Chapter Volunteer Code of Conduct