

PROJECT DIRECTOR FOR SOCIAL MEDIA (PDSM)

OVERVIEW

The Grand Vice President for Communications (GVPC) shall recognize when there is a need for additional assistance to complete their assigned roles and responsibilities. The Project Director for Social Media shall utilize their expertise to create tools and resources that address the needs detailed by the GVPC and the Communications Team. The Project Director for Social Media collaborates with the GVPC and the Communications team to develop social media content and resources.

QUALIFICATIONS

Qualifications to serve as Project Director for Social Media include membership as a collegiate or alumni Brother and good standing within the Fraternity. It is highly recommended that the individual be knowledgeable and experienced in communications and social media. Candidates for the position must submit a written application to the Executive Council (EC).

APPOINTMENT/TERM

The Project Director for Social Media will be appointed by the Grand President according to the Fraternity's Constitution. The appointment shall last either two years or until the term of the current EC is complete. Appointment will be considered and made only if there is a recognized need for assistance and not merely to fill the position.

DUTIES/EXPECTATIONS

The Project Director for Social Media shall utilize their expertise to create social media content and resources. The Project Director for Social Media collaborates with the GVPC to complete content, finalize resources, and develop dissemination plans. Some assigned tasks may include:

- Developing content for social media platforms
- Developing and distributing toolkits for certain key audiences (e.g. Fraternal Operations Manual)
- Gathering and packaging existing tools in a way that facilitates understanding and utilization
- Maintaining open lines of communication with all chapters and Brothers
- Providing resources to chapters and prospective chapters
- Gathering data for projects

The Project Director for Social Media shall not make decisions on whether or not to move forward in pursuing a new tool or resource, but rather, bring ideas to the GVPC for strategic input and a collaborative decision. It is the expectation that the GVPC communicates with the Project Director for Social Media no less than once monthly. The Project Director for Social Media position requires a volunteer time commitment of approximately twelve hours per month.

REIMBURSEMENT

The Project Director for Social Media will not receive a stipend, but rather, will be reimbursed for expenses that are associated with completing assigned tasks and have been pre-approved by the EC.