

Social Media Chairs, AIGA Arizona

Positions Report to: Communications Director

Start/End Date: July 2023 - June 2024

Hours: 1-2 hrs/week

OUR ORGANIZATION:

Founded in 1914 as the American Institute of Graphic Arts, AIGA is now known simply as “AIGA, the professional association for design.” In 1989, the Arizona chapter was formed to serve the entire community of professionals across the state. AIGA Arizona’s mission is to nurture creative curiosity and use programming, resources and mentorship to empower the voices in our community to create a lasting impact. We recognize diversity through professional backgrounds, years of practice, areas of professional experience, economic level, cultural background, age, ethnicity, place of origin, sexual orientation, gender identity, and cognitive and physical abilities.

AIGA is the profession’s oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—we build programming to help improve design ability. We connect with complementary disciplines of creativity and expression. We prioritize social impact. And we promote community excellence. We provide resources and access to all creative professionals within our state and make sure that underrepresented communities have a seat at our table. Because to us, it’s not about where you came from. Or what awards you’ve won. It’s about using creativity to make a difference exactly where you are.

For more information about AIGA Arizona, please visit us at <https://aigaaz.org>.

THE ROLE:

The Social Media Chair is part of the Communications committee and supports the VP of Communications and Communications Director and board at large in all social media efforts. Reports to the Communications director

WHAT YOU WILL ACCOMPLISH:

- Maintains the content calendar as determined by the Communications Director
- Implementing content strategies on all platforms
- Works with programming and initiative directors to develop regular social content
- Draft content and engage with followers in our social media management platform - Loomly
- Analyzing engagement data and growing our following by interactions and engagement with our community, members and other chapters
- Organizing tasks to meet deadlines

WHO SHOULD APPLY:

- Keen Interest in social media
- A desire to learn or expand on your skills in social media, marketing, or advertising
- Experience with social media scheduling software is a bonus

HOW TO APPLY:

We are very excited to review your application. Please follow the steps below. All documents and questions should be submitted to apply@arizona.aiga.org.

1. **Letter of Intent:** please submit a one page (maximum) letter of intent explaining why you are interested in the role and what makes you particularly qualified for the position.
2. **Current Resume and Contact Information**
3. **Two professional reference statements:** may be current or former supervisors or colleagues.
 - a. This is a 100-250 word statement that speaks to the skills required for the role, and why the candidate is a fit.
4. **Completed Tasks:**
 - a. List of up to 2 recently completed (within the last 5 years) tasks, assignments, positions, etc. that you would be relevant to this particular position. Please include a brief description of each and how that experience may be relevant to this position.