



Position Description

Social Media Manager

Position Overview

The Social Media Manager promotes the activities of the Booster Club through the use of various media outlets. The main focus of the position is to manage the club's Facebook page to engage and increase the number of followers in the Facebook community.

Responsibilities and Duties

- Manage the day-to-day posting activities on the Booster Club Facebook page.
- Develop relevant content topics to reach the CHS community.
- Create and manage published content (images, video and written).
- Monitor Facebook, Twitter, local newspaper and online media to cultivate engagement with the Booster Club and CHS Athletics.
 - Promote activities and programs of the Booster Club on Social Media. Focus is on sale of bricks, spirit wear, and the annual Gala.
 - Cross promote CHS events including Homecoming, Athletic Department activities and athletic events.
- Collaborate with Board of Directors and direct inquiries to appropriate board member.
- Work with Booster Club Photo Manager, coaches and parents to collect photos for posting to the Facebook page.

Qualifications

- Strong knowledge of Facebook, Twitter and other Social Media Outlets
- Creative writer that can generate posts and content that can engage our audience
- Knowledge of the CHS Athletic Community
- Team player

Term

- Two-year term