



Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

Social Media - Facebook & Instagram

Job Description

Date: 2024-11

Next review date: 2026-11

Type: Assistant

Reports to: Communications Director

Term: Two years to be extended in two-year increments upon Board invitation, but this can be extended as this is an assistant position.

Responsibilities

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages members to take action

To oversee the EAC/ACB social media platforms including but not limited to:

- Facebook page accounts/roles. Information about how to use Facebook is available online.
- Instagram page accounts/roles. Information about how to use Instagram is available online
- to inform people about EAC/ACB activities, opportunities, members benefits and deadlines using links to more information on the website
- to inform people about embroidery in general and the EAC/ACB

Time Commitment

- Eight to twelve hours a month

Duties

- Maintain the spreadsheet list of user accounts that is stored in the Suite Admin account.

- Set up new users with the appropriate role at the request of the communications director.
- Delete users at the request of the communications director.
- consult the communications calendar and course chart (in Drive) and keep track of updates from the web team to find topics for Facebook and Instagram posts
- When posting photos from the EAC/ACB, include details such as the title of the piece, the stitcher's name, the designer, etc.
- Check and respond to emails a minimum of every two days, except when on vacation.
- Provide suggestions to improve the timeline and standard operating procedures for the duties associated with this position
- Assist the director with reviewing and updating the job description for this position in odd years
- Respond to correspondence in a timely fashion
- Update board regularly on issues; maintain good communication
- Promote EAC/ACB at every opportunity
- Work with incoming replacement to teach position for a smooth transition **during the final year of the term**

Meetings to Attend

- Quarterly board meetings
- Annual General Meeting
- Other meetings as called and required

Skills Required

- Proven working experience in social medial
- Knowledge of web design, web development
- Positive attitude
- Excellent communication skills, tact and diplomacy
- Excellent organizational skills; ability to look after both details and the broader picture

- Ability to set and work within timelines
- Excellent computer skills
- Interest in needlework

Skills Developed

- Detailed knowledge of the operation of EAC/ACB