

## **AARO SOCIAL MEDIA COORDINATOR**

May 2022

### **SUMMARY**

Using a variety of online and offline communication tools, the Coordinator will oversee AARO's social media accounts to provide a clear, consistent presence on each selected channel. Overall objectives include:

- build an international community around AARO's common interests
- engage and inform current members
- attract new members worldwide
- spread the word about AARO's activities to selected audiences
- work alongside other channels including AARO's newsletter, N&V, and website

### **DELIVERABLES**

#### **Content Production**

- Create an agreed monthly posting schedule for each social media channel. Current channels include Facebook, LinkedIn, MeetUp and potentially new channels.
- Solicit, write, edit and coordinate material for posting. Content must be timely and diverse to reflect the broad range of issues concerning AARO's worldwide membership and Americans abroad in general.
- Assist with social media marketing initiatives

#### **Online Presence**

- Monitor and moderate each online channel on a regular basis
- Post appropriate content on each channel on a regular basis
- Approve/decline new members on each channel as appropriate
- Reply to posts and online messages from others
- Approve/decline posts by others
- Follow online conversations regarding AARO and interact with the public
- Contact other sites, bloggers, etc. and alert them to AARO activities and content
- Join other groups as AARO and participate appropriately

#### **Performance Reporting**

- Posting on each channel in accordance with the agreed schedule
- Maintain an appropriately active community on each channel
- Using analytical tools provided by each channel and the agreed schedule, provide a brief monthly Activity Report with key performance indicators
- Prepare quarterly Summary Report of activities and analytics for Board review
- The Coordinator will be supervised by a Board member(s) and will work closely with the AARO office.

### **QUALIFICATIONS AND SKILLS**

- Demonstrable knowledge of social media and skills using various channels and producing content
- Excellent writing skills
- American citizen fluent in American English
- Provide documentation showing legal capability to work as an independent contractor and invoice AARO for work done

### **LOCATION AND FEES**

- Preferably located in greater Paris area but can be done remotely
- The Coordinator will provide AARO with a monthly invoice, accompanied by an Activity Report showing agreed work accomplished during the month.