



Essential Duties

- Act as primary editor on CMS PSO Facebook Page.
- Manage Facebook activities including:
 - Create a minimum of one unique post per week focusing on current CMS PSO events, programs, fundraisers or other content.
 - Create events for each CMS PSO program event held at CMS.
 - Ensure grammar, spelling and content are proofed and appropriate before posting.
 - Identify and share relevant content to reach ideal CMS PSO supporters.
 - Post photos as provided by Secretary or other board members.
 - Provide input into cover photo/image changes to Secretary as appropriate.
 - Monitor, listen and respond to users in a “Social” way while cultivating support for the organization’s mission and engaging potential volunteers and donor support.
 - Report on notable posts, total likes, and engagement to Secretary on a monthly basis one week prior to the membership meeting.
- Be an advocate for CMS PSO engaging in dialogues and answering questions where appropriate.
- Identify threats and opportunities in user generated content surrounding CMS PSO. Report notable threats or opportunities to Secretary and President.



Average Hours

- It is estimated that 3 hours per week will be spent on this role



Time Span

- This role coincides with the school year calendar. The role is served in one-year increments with the ability to renew each year.