



TACAMO Community Veterans Association Social Media Manager Volunteer Job Description

TCVA is searching for a talented social media manager to represent our association by building a social media presence for our Facebook, LinkedIn, and Instagram brands. The social media manager will drive engagement by creating high-quality original content for notices, ads for the Paraloft, Hall of Fame Nominations, and other items of interest to the TACAMO community. The right candidate will possess a wealth of marketing experience, engage influencers, manage our community by responding to comments, and oversee our customer service across all platforms.

Social Media Manager Responsibilities:

- Running the association's social media campaigns.
- Formulating high-quality novel written and visual content for each social media campaign.
- Building a social media presence by maintaining a solid online presence.
- Collaborate with other TCVA committees, like Membership, Scholarship, sales, and customer service to ensure brand consistency.
- Monitoring the association's brand on social media.
- Building brand awareness by engaging relevant influencers.
- Managing our online communities to ensure respectful and appropriate engagement.
- Responding to comments on each of our accounts.
- Overseeing customer service provided via social media.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
- Coaching TCVA Board of Directors on content creation best practices.
- Respond to incoming Facebook messages in a timely manner
- Establish Instagram page for TCVA
- Sites managed by TCVA
 - TCVA PAGE: <https://www.facebook.com/tacamo.community>
 - TCVA GROUP: <https://www.facebook.com/groups/tacamo.veterans>
 - VQ-3 COMMUNITY: <https://www.facebook.com/groups/345778182170815>
 - VQ-4 COMMUNITY: needs to be established. The FB site has hackers on the page. I spoke with site manager has quit managing.
 - TACAMOPAC CREW 4 PAGE: <https://www.facebook.com/profile.php?id=100064333494387>
 - TACAMOPAC CREW 4 GROUP: <https://www.facebook.com/groups/119305688207796>
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Social Media Manager Requirements:

- Experience developing social media strategies.
- Experience as a Brand Manager on social media
- Experience developing and working with a marketing plan.
- Ability to develop the right voice for each social media platform.
- Proven ability to build social media communities.
- Understanding of graphic design principles.
- Ability to measure the success of campaigns

