



## **JOB DESCRIPTION**

### **MEDIA MANAGEMENT OFFICER**

**Please Contact President Stephanie Fine for more  
Information/[president@sscasonoma.org](mailto:president@sscasonoma.org)**

**Position: Media Management Officer (MMO)**

**Position Goal:** The purpose of this Board position is to coordinate messaging about SSCA and committee activities/needs across email/membership/website/social media/press releases that SSCA uses or could use. The MMO will work closely with each of the committees to create content for posting and messaging. The MMO will also make recommendations to the Board about keeping platforms up to date and/or using new platforms.

**Qualifications:** Experience with Wordpress/Google Apps/Microsoft Apps/Facebook/Instagram/other relevant media apps and software is a strong plus. Must be comfortable writing and editing content tailored to each platform or communication method. Must be able to attend Board meeting which occur on the 2<sup>nd</sup> Monday of odd-numbered months at 6:00pm. Must be a resident of Sonoma Valley.

**Duties and Responsibilities:**

1. Work with each committee chair to write up and promote the current committee event or function that needs publicity
2. Create posts about SSCA news for the committees with active social media presence as needed.
3. Send out periodic press releases about SSCA and the work of its committees.
4. Periodically do a spotlight campaign on one of the committees.
5. Learn to do posts on the website.
6. Work with website technical support to create new pages as needed.
7. Alert website tech support about any problems and let Board officers know about the issue.
8. Ensure that payments for the e-media services and subscriptions are current.
9. Create a quarterly educational campaign about some aspect of all of the sister cities. Past examples include museums and holidays with goal of doing at least one post every two weeks. Post can also go out via email or through a news letter or through social media. Please note that these posts would be in addition to any other posts

forwarded by committee chairs or other Board members concerning news or upcoming events.

10. Work with membership chair to keep the membership platform (currently Club Express) up to date.

If interested, please submit your cover letter and resume to [president@sscasonoma.org](mailto:president@sscasonoma.org).