

Volunteer Chapter Role Description

Webmaster/Social Media Chair

Role Description

Volunteer tasked with maintaining an up-to-date and engaging online presence, both through chapter website and social media. This volunteer works closely with the other officers to ensure that all appropriate events and initiatives are posted through the website and social media.

Roles and Responsibilities

In order of importance

- Post and remove content as needed.
- Continually review website content for necessary updates.
- Maintain a channel of communication with officers and members to gather and post appropriate, accurate and timely content.
- With the communications chair, create social media plan and draft posts for upcoming events.
- Moderate (as needed) chapter social media channels.
- Provide recommendations to communications chair and other officers on optimizing the use of social media and the website to engage members and meet strategic goals.
- Encourage others to comment on posts and share them with others.
- Monitor and aim to increase measurable activity and user interactions for all social media outlets.
- Develop and implement a succession and transition plan.
- Ensure alignment with Society social media, website, branding and best practices.
- Keep abreast of cutting-edge web trends to ensure chapter remains technologically up-to-date.
- Attend and support the CPCU Society Annual Meeting and Leadership Summit.

Role-Specific Skills

In order of importance

- Basic marketing experience
- Exceptional composition and grammar
- Proficient in copywriting, editing and proofreading
- Proficient use of Microsoft Office tools, including Word, Excel, PowerPoint, Adobe Acrobat and Outlook
- Project management
- Strong website software experience (for instance, Drupal, WordPress)
- Proficient technical use of social media (for example, Twitter, Facebook, LinkedIn)
- Strong understanding of social media and online media trends and best practices
- Knowledge of CPCU Society bylaws and mission and of the insurance industry

Leadership Skills

In order of importance

- Excellent communication
- Active listening
- Adaptability/flexibility
- Time management
- Strategic thinking