

DIRECTOR OF COMMUNICATIONS/SOCIAL MEDIA

Estimated monthly time commitment: Approximately 5-6 hours per month

Duties

- Promote chapter events and initiatives on social media (Facebook and LinkedIn).
 - Create graphics using Canva, schedule posts, and coordinate with other Chapter Directors as needed.
- Foster community and increase engagement on our social media channels.
 - Connect with current chapter members, attract new chapter members, and increase public awareness of the FPA and the financial planning profession in general.
- Ensure the Chapter website is current and regularly updated.
- Assist with planning the annual symposium.
 - Plan a marketing campaign to advertise the event and create materials (booklet, flyers, etc.) for the event.
- As part of the Chapter's annual planning process, set public awareness/relations goals for the year. Creativity and new ideas are encouraged.
- Attend all Chapter events.
- Attend national FPA activities for chapter public awareness directors and engage with other directors.