



MOAA-Alamo Chapter

Volunteer Position Description

Title: Social Media Officer, Assistant Webmaster

Importance of Position: Provide social media coverage for Chapter's activities. Explore and initiate new avenues to provide public and military awareness of the MOAA-Alamo Chapter. Work with webmaster to ensure the most up-to-date communication venue for chapter members, prospective members and the greater community.

General Expectations:

- Current member of MOAA and of MOAA-AC
- Aware of MOAA-AC by-laws and Strategic Plan
- Write a monthly (or as required) article for *The Lariat*, as needed.
- Attend 85%-100% of staff and membership meetings
- Prepare and submit budget input as needed
- Support the planning process as needed

Position Qualifications:

- Working knowledge web page development and management.
- Working knowledge of Windows based programs such as MS Word.
- Experience with multiple social media platforms to include but not limited to Facebook, Instagram, LinkedIn, YouTube, TikTok) to support chapter activities
- Ability to communicate effectively in all required formats.
- Experience in communication and public relations.
- Ability to meet deadlines and respond rapidly to emergent issues.
- Resourceful and flexible in meeting Chapter's needs.
- Ability to work independently or in a group environment.
- Knowledgeable of national, state and Chapter's mission and stated objectives.

Responsible to: Chapter President

Major Responsibilities:

- Maintain an effective relationship with the public and military media for the purpose of communicating the Chapter's mission, objectives and activities.
- Serves as primary resource for Chapter's social media program and activities.
- Assist webmaster in developing and maintaining chapter website.

- Assist Chapter President, Executive Staff and Board of Directors, as required with public relations through website and social media.
- Assist in branding efforts of Chapter.
- Provide oral and written reports to the Chapter Executive Officers and/or Members of the Board, at least monthly, quarterly, annually, and as required by these identified members.

Training/Preparation: Review and comply with MOAA National and Chapter publications regarding policy, procedures, programs and job descriptions.

Average Time Commitment: Variable. Minimum 15 hours per month.

Length of Commitment: Minimum 2 years. 30-day notice of resignation from position desirable.

Measures of Success:

- Maintain current Public Relations and social media programs.
- Increase public and military communication network by 10%.
- Expand branding of Chapter's mission to public and military media by 10%.
- Chapter receives 5 Star Level of Excellence award for website and *Lariat* each year
- Complete all action steps, as assigned, in the chapter Strategic Plan.

Date Prepared: June 2007

Dates Revised: November 2018, May 2025