



Oshawa Art Association Inc. Social Media ~ Job Description

Summary: to provide support for OAA events, workshops, meetings, etc., using various social media platforms.

This is a voluntary, non-paying position.

Duties & Responsibilities:

- Supporting the OAA and its members with timely day-to-day communication using the OAA's Facebook, Instagram and Twitter accounts. Other platforms may be added if applicable;
- Updating all relevant information on social media including, but not limited to, events, workshops, meetings, call to artists, newsletters pictures and general information. The majority of this information will be provided at the monthly Executive meetings held the first Tuesday of each month.
- Attending all Executive meetings, taking note of new information and updating social media when necessary;
- Checking personal email regularly to ensure new information is not missed;
- Monitoring, listening and responding to users in a timely manner;
- Ensuring all content is professional and creative.
- Monitoring platforms regularly and removing any inappropriate posts;
- Promoting all OAA events, boosting and reposting often to ensure posts are reaching as many people as possible;
- Arranging to have events advertised in free, local resources such as, but not limited to, Snapd, City of Oshawa Community Page, Durham Tourism, etc.;
- Monitoring statistics where possible and presenting to Board at Executive meetings;
- Working with Website Coordinator and Newsletter Editor to ensure content is consistent;
- Working with other Board Members when necessary to ensure the correct information is being presented;
- Ensuring pages are kept up-to-date and pictures are rotated to keep people interested and promote the OAA;
- Cultivating relationships with online influencers and social networking if/when applicable.

Authorities:

- If an elected Director, voting privileges at all meetings;
- Using "boosts" or other forms of advertising in order to share important posts within budgetary guidelines.

All expenses will be reimbursed (save receipts for submission to Treasurer).

Every Director and Officer in exercising such person's powers and discharging such person's duties shall act honestly and in good faith with a view to the best interests of the Association



Oshawa Art Association Inc. Social Media ~ Job Description

and shall exercise the care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances. Every Director and Officer of the Association shall comply with the Act, the Regulations, Articles, By-laws and policies of the Association.

General Qualifications & Skills:

- Knowledge of social media platforms such as Facebook, Instagram and Twitter;
- Knowledge of any photo editing program(s) in order to support curating, creatin images and video editing of content on all platforms.
- Good communication skills;
- Good written, verbal and editing skills;
- Knowledge of Google Drive/Docs is not necessary, but an asset.

Revision History

| Revision Date | Changes Made | Reason for Change | Approved by |
|----------------------|---------------------------------------|---|--------------------|
| 19-Mar-18 | Created Job Description | To establish roles of the OAA Executive | Ron Blackwell |
| 24-Jan -21 | Updated and finalized job description | To standardize and finalize job description | Karen Coyle |