

SOCIAL MEDIA DIRECTOR

4A. SHALL BE RESPONSIBLE FOR OVERSEEING AND MANAGING ALL MCCA SOCIAL MEDIA ACCOUNTS AND DIGITAL COMMUNICATION PLATFORMS, INCLUDING PROMOTION OF MCCA EVENTS, COMPETITIONS, FUNDRAISERS, REGISTRATION, SPIRIT DAYS, SPECIAL EVENTS, AND OTHER ORGANIZATION-WIDE ACTIVITIES.

4B. SHALL CREATE, SCHEDULE, AND PUBLISH SOCIAL MEDIA CONTENT THAT PROMOTES MCCA, ITS ATHLETES, TEAMS, EVENTS, FUNDRAISERS, AND ORGANIZATIONAL ACTIVITIES.

4C. SHALL WORK CLOSELY WITH THE BOARD MEMBERS AND COACHING STAFF TO GATHER ACCURATE AND TIMELY INFORMATION FOR SOCIAL MEDIA POSTS, ANNOUNCEMENTS, AND PROMOTIONAL MATERIALS, IN ADDITION TO IMPLEMENTING SOCIAL MEDIA STRATEGIES THAT INCREASE MCCA'S VISIBILITY, COMMUNITY ENGAGEMENT, ATHLETE RECRUITMENT, REGISTRATION, AND OVERALL PARTICIPATION.

4D. SHALL MAINTAIN A CONSISTENT, PROFESSIONAL, POSITIVE, AND FAMILY-FRIENDLY IMAGE FOR MCCA ACROSS ALL SOCIAL MEDIA PLATFORMS.

4E. SHALL BE RESPONSIBLE FOR HIGHLIGHTING AND RECOGNIZING MCCA ATHLETES, TEAMS, COACHES, VOLUNTEERS, AND FAMILIES THROUGH SOCIAL MEDIA CONTENT.

4F. SHALL COLLECT PHOTOS, VIDEOS, RESULTS, ACCOMPLISHMENTS, AND OTHER APPROPRIATE CONTENT FROM COACHES, ATHLETES, AND FAMILIES FOR USE ON MCCA SOCIAL MEDIA PLATFORMS.

4G. SHALL ENSURE THAT ALL CONTENT POSTED ON BEHALF OF MCCA IS APPROPRIATE, ACCURATE, AND CONSISTENT WITH MCCA POLICIES, BYLAWS, AND EXPECTATIONS.

4H. SHALL MONITOR MCCA SOCIAL MEDIA ACCOUNTS AND RESPOND TO GENERAL COMMENTS, QUESTIONS, AND MESSAGES OR DIRECT THEM TO THE APPROPRIATE BOARD MEMBER WHEN NECESSARY.

4I. SHALL NOTIFY THE BOARD OF ANY NEGATIVE, INAPPROPRIATE, OR CONCERNING SOCIAL MEDIA ACTIVITY INVOLVING MCCA AND SHALL NOT ENGAGE IN PUBLIC ARGUMENTS OR CONFLICTS ON BEHALF OF THE ORGANIZATION.

4J. SHALL ASSIST WITH PROMOTING FUNDRAISERS AND OTHER REVENUE-GENERATING ACTIVITIES THROUGH SOCIAL MEDIA, INCLUDING CREATING PROMOTIONAL POSTS, REMINDERS, AND UPDATES.

4K. SHALL ASSIST WITH PROMOTING AND DOCUMENTING MCCA'S END-OF-YEAR BANQUET, AWARDS, ATHLETE ACCOMPLISHMENTS, AND OTHER SPECIAL RECOGNITION EVENTS.

4L. SHALL MAINTAIN CONFIDENTIALITY AND SHALL NOT POST PRIVATE, PERSONAL, OR CONFIDENTIAL INFORMATION ABOUT ATHLETES, FAMILIES, COACHES, OR BOARD MEMBERS WITHOUT APPROPRIATE AUTHORIZATION.

4M. THE SOCIAL MEDIA DIRECTOR SHALL FOLLOW ALL MCCA SOCIAL MEDIA POLICIES, BYLAWS, BRANDING GUIDELINES, AND BOARD-DIRECTED REQUIREMENTS.

4N. SHALL ATTEND A MINIMUM OF 3 MCCA EVENTS A YEAR AND BE PRESENT AT BOARD MEETINGS.

4O. The social media director cannot independently speak for the Board regarding disciplinary matters, controversies, policy decisions or other sensitive situations without Board approval.