

# **INTERNATIONAL PATHFINDER CAMPOREE SOCIAL MEDIA (SM) COORDINATOR JOB DESCRIPTION**

## **JOB SUMMARY**

Social Media Coordinator will maintain the organization's online SM network.

## **RESPONSIBILITIES**

- Develop innovative and creative media content across social media platforms to engage Pathfinders globally
- Manage all Camporee SM volunteer personnel including: Facebook, Twitter, Instagram, & Snapchat assistant coordinators
- Launch creative SM campaign 12 months prior to the beginning of the Camporee, building excitement and communicating important relevant information to the global Pathfinder community
- Report to On-site Communications Director and collaborates with graphic designer and Camporee webmaster to ensure a cohesive social media identity built upon the Camporee marketing strategy
- Propose creative strategy in collaboration with CYE Executive Director or designee
- Create new and maintain current relevant social media accounts
- Setup daily tasks and activity for all social media outlet groups
- Deliver monthly reports with statistics and results for each account to On-site Communications Director & CYE Executive Director or designee, for 15 months during the SM campaign through the Camporee
- Develop budget and supplies list for work on the Camporee grounds which include methods for uploading images, video, streaming, equipment, and office supplies.

## **QUALIFICATION**

- Degree in and/or proven knowledge of Social Media
- Understanding of the concept behind CYE/International Pathfinder Camporee visual identity
- Able to make creative suggestions in the interest of the Camporee
- Excellent written communication skills with emphasis on proofreading and grammar excellence
- On time and prepared
- Self-motivated; able to take initiative

- Passion for CYE's mission and understanding of our vision for the International Pathfinder Camporee