

Social Media Coordinator

Purpose of the position: Manage Tech Trek camp social media, photo, blog, and web efforts.

Responsibilities and Duties

- Collaborate with the camp director to determine social media messaging
- Become familiar with Tech Trek Twitter and Facebook outlets and post to them regularly
- Take photos and video of campers during the week of camp
- Create a short video during the camp to give to girls and staff within a week of camp
- Assist the camp director in managing the camp website
- Utilize social media tools to promote camp before and after it takes place
- Work with the college or university to ensure recognition of the camp on the C/U website

Qualifications

The social media coordinator must

- Be an AAUW member or willing to join
- Familiar with all types of online new media including Facebook, Twitter, Instagram, video editing software and web content. Be highly organized
- Enjoy working with middle school girls and be committed to STEM education

Commitment Expected

- A few hours each month for the six months leading up to the camp
- Available to stay on or near campus during the week of camp
- Approximately 5-10 hours a month before camp begins for promoting Tech Trek through social media outlets
- Approximately 10 hours per month for two months after the camp to compile all collected photos and video and post to the AAUW Tech Trek Facebook page as well as work with staff at the national office to promote the camp