

Social Media Coordinator Position Description

Purpose of position: The Social Media Coordinator is responsible for taking, organizing, and posting pictures at camp. The SMC will maintain social media accounts, create promotional videos, and put together photo albums for our branches to use for publicity.

General Responsibilities and Duties

- Working with the Directing Team to choose a private platform to share photos with parents and families
- Maintain social media accounts or other picture-sharing platforms to keep families excited about camp before it begins
- Create PowerPoint/Slides presentations for opening/closing ceremonies
- Assist Camp Director in creating promotional materials
- Put together a video after camp for publicity
- Maintain camper privacy (no posting pictures on your personal sites, only take pictures of campers with photo releases, etc.)

Responsibilities and Duties While at Camp

- Be on-call to take pictures when a staff member informs you of a photo opportunity
- Give staff tips on how to share photos with you during staff training
- Take large and small group photos at the beginning of camp for the families and branches
- Create strong relationships with the campers
- Take candid photos during classes and free time activities
- Record the opening and closing ceremonies

Qualifications:

- Must be over the age of 18.
- Be comfortable using a phone or camera to take quality pictures
- Must be able to convert pictures to “img” or “jpeg” files, if they aren’t already
- Be familiar with multiple social media platforms, photo editing programs, and presentation programs
- Have experience directing large and small groups of people
- Experience working in a setting with children
- Warm, supportive personality

Commitment Expected

- Reside on campus throughout the week of camp (Room and board provided by AAUW)
- Be on-call to take pictures during camp events and activities

Training

- A virtual Zoom Training led by camp Directing Staff
- Camp training at the host university on July 12th
- Darkness to Light sexual assault awareness training

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- Other trainings that the Camp Director and Volunteer Coordinators deem necessary

***Please note that all trainings are mandatory, even if you have completed similar trainings for other companies, volunteer organizations or workplaces. Tech Trek will reimburse volunteers for Darkness to Light training upon the completion of camp.*