



Position Description – ACLTA Social Media Coordinator/State representative

The position of Social Media Coordinator for ACLTA is a voluntary position. The role is taken on by one of the State representatives elected by way of vote from members of the association. The Social Media Coordinator will hold office until the first biennial conference following their appointment, at which time they may offer themselves for re-election.

Purpose of Position

- To co-ordinate and share relevant industry information using social media platforms. Social media includes Facebook, Pinterest, Twitter and electronic newsletters
- To represent the members from their home State in matters relating to ACLTA
- To assist the executive with the overall functioning of the association

Key tasks

- Use social media to share information from the executive to members and the general public.
- Use social media to share information and links related to Child Life Therapy.
- Communicate with other members of the executive for items to share using social media
- Act as administrator for the association facebook page, ensuring content is relevant, respectful and adheres to privacy guidelines
- Send out a quarterly electronic newsletter using MailChimp
- Liaises with members in their State regarding ACLTA matters and represents them at executive meetings
- Assists the membership coordinator to raise awareness of ACLTA with people working in the profession in their home State
- Attends executive and other relevant meetings as required and act on allocated tasks in a timely manner
- Participate in discussions using the Wild Apricot forum

Comment [K1]: Do we want to leave this as a job for the Social Media person or transfer to secretary?

Essential criteria

- Hold full membership of ACLTA and be currently working within the profession
- Thorough understanding of the profession and the needs of members

- Achieved accreditation through ACLTA, having completed the ACLTA training framework or actively working towards this
- Ability to access and use web-based email, PayPal, and a willingness to learn administration tasks on the Wild Apricot Management Portal

Time commitment:

- Attendance at a 1 hour monthly meeting
- Approximately 1-2hrs a week on own duties, which may increase during peak times such as organising conferences
- Non-attendance at 3 consecutive monthly meetings forfeits position on the executive