

Global Mentoring Program Social Media Lead- Volunteer Opportunity

VOLUNTEER OPPORTUNITY	
IIBA Volunteer Opportunity Title:	Global Mentoring Program Social Media Lead
Term Start Date:	ASAP
Term End Date:	06/30/2018
Volunteer Reports to: (Business Lead)	Doug Goldberg
Senior Leadership (Staff)	Kevin McCormick
Contact email:	volunteer@iiba.org
Posting Date:	ASAP
Time Commitment Required:	2-4 hrs. / week building to an apex of 6-8 for an extended period when the program goes live
Travel required:	No
Number of Volunteers required:	1-2
IDENTIFY THE NEED	
<p>The IIBA Global Mentoring Program Social Media Lead will operate under the program leadership to develop and execute a communications approach using preferred social media platforms (LinkedIn, Twitter, Facebook, other as approved) to promote the Mentoring Program to the global business analysis community.</p> <p>This role is responsible for crafting a social media strategy and enabling it prior to the go-live for the program, then continuing delivery of the strategy during the sustainment phase. The Mentoring Program Social Media Lead will remain an active role at minimum through 6/30/18 as the program goes live and matures into a stable run mode.</p>	
OPPORTUNITY OVERVIEW	
<p>The role will work both autonomously and in concert with the IIBA Marketing and Communications group to provide advance and continuous exposure about the mentoring program forthcoming activities, benefits, current live "feeds", promotions and other news. The role will be responsible for crafting the approach, obtaining approval, creating/obtaining appropriate program communication handles/tags, maintaining scheduled and unscheduled awareness communications, forwarding follow-on communications to program leads and other needed tasks relevant to communications for the program.</p>	
REQUIRED SKILLS & EDUCATION	
<p>Primary Duties:</p> <ul style="list-style-type: none"> • Social Media and Digital Marketing Content Development • Digital Communication Strategy Development • Platform Selection and Identification • Coordination with IIBA Global on policy • Status reporting to Global Mentoring Program Lead • Solid and clear English writing skills • Social media platform, tool, communication awareness and utilization • Knowledge of ancillary media tools (audio/video/etc.) • Standard professional communication capabilities • Familiarity with IIBA as an organization, as well as primary organizational events and activities <p>Soft Qualifications:</p> <ul style="list-style-type: none"> • Passionate about business analysis • Able to accept accountability for program social media responsibilities 	
BENEFITS OF THE POSITION TO THE VOLUNTEER	
Inclusion and build-out of ground floor opportunity that will benefit the entire chapter organization	

BENEFITS OF THE POSITION TO IIBA

Continued awareness of IIBA Mentoring program

ADDITIONAL INFORMATION

Will work directly with:

Volunteer Doug Goldberg

Volunteer Joe Flumerfelt

IIBA Staff Ann Cain

This role will abide by master IIBA communication policies and report to the Global Mentoring Program Lead, providing status reports to provide progress awareness to the task force lead

APPLICATION PROCESSES

1. Complete the online application
2. Meet the skills and education as listed above
3. Meet the requirements as outlined below

IIBA VOLUNTEERS MUST MEET THE FOLLOWING REQUIREMENTS

- Current member in good standing with IIBA
- Will support IIBA in advancing its mission and in doing so, conduct activities and events in the best interest of IIBA
- Will behave in an appropriate manner, acting always as an advocate for IIBA
- Must have access to email, the internet, and Microsoft Office Suite
- Must review and sign the IIBA Policy and Expectations for Volunteers