

The **CAMWS Social Media Director** is responsible for overseeing CAMWS' Social Media Strategy across all internal brands and platforms. This role coordinates with the CAMWS Secretary-Treasurer, Editors of TCL, CJ, and CJ-Forum, and the Executive Committee at large to support CAMWS' mission. The position involves ensuring our social broadcasting is fully integrated with all other efforts across CAMWS' portfolio, as well as managing the Social Media budget.

Responsibilities:

- Create the social media strategy, coordinating with stakeholders across CAMWS to ensure its effectiveness and ensure the adoption of relevant social media techniques into CAMWS' culture and into all of CAMWS' products and services
- Own the roadmap budget for the social media tools in use on the CAMWS' sites, directing social media tool integration.
- Coordinate the planning of social media campaigns, ensuring customer acquisition and supporting monetization across CAMWS' portfolio
- Source and manage relationships with social monitoring and platform partners to support and develop commercial opportunities.
- Act as the advocate of social media integration within CAMWS, influencing overall site and business strategies.
- Provide benchmarks and analyze data to inform company-wide decision-making.
- Monitor and comment on trends in social media trends and application, acting as CAMWS' spokesperson within the Social Media industry
- Monitor the competition and be aware of market changes and developments

Approved by the CAMWS Executive Committee, June 18, 2015