



CONTENT SPECIALIST: SOCIAL MEDIA | JOB DESCRIPTION

JOB SUMMARY: The Content Specialist: Social Media is entrusted with keeping the SkillsUSA Massachusetts organization promoted faithfully to members and the public. This position is dedicated to launching marketing and awareness campaigns and maintaining SkillsUSA Massachusetts' presence on social channels. The Content Specialist: Social Media must think creatively, and work to promote the organization effectively with students, teachers, business, and community partners. This position is crucial to keeping SkillsUSA Massachusetts relevant in the market.

JOB TITLE: CONTENT SPECIALIST: SOCIAL MEDIA

REFERENCE: #STF_9

CATEGORY: STAFF

DATE POSTED: SEPTEMBER 28, 2022

HIRING RANGE: BASED ON EXPERIENCE

REPORTS TO: GLOBAL ENGAGEMENT &

COMMUNICATIONS MANAGER – AND/OR – EXECUTIVE

DIRECTOR, AS NEEDED

POSITION NUMBER: STF_9

CLASSIFICATION: CONSULTANT

DATE DUE: OCTOBER 12, 2022

HOST NAME: SKILLSUSA MASSACHUSETTS

REPORT LOCATION: SKILLSUSA MASSACHUSETTS

HEADQUARTERS, AS NEEDED

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Keeping various social media platforms, including Facebook, Instagram, and Twitter updated appropriately with current event information.
- Selecting, uploading and captioning posts to faithfully represent the organizations most current initiatives.
- Keep platforms updated appropriately.
- Work with staff and student officers to develop and annual plan for social media and execute the plan as developed.
- Utilize CANVA to create graphics, that meet brand guideline and standards for posting.
- Maintain organization social media data to track growth and establish popular posting times to ensure the maximum number of followers see posts.
- Track and record any feedback resulting from posts.
- Prepare a master calendar outlining desired post content, frequency, and details, and have it approved annually by the Global Engagement & Communications Manager.
- Follow partnered accounts, and keep up to date liking and sharing posts from relevant accounts to maintain close professional relationships with partners.
- Check account followers and friends to ensure that all accounts associated with SkillsUSA Massachusetts accounts are real, delete any spam followers to eliminate future risk.
- Post information and photos in real-time to keep followers updated on the organization's initiatives.
- Attend events as reasonable and possible, and post about them.
- Contact other employees and organization representatives to receive additional content and showcase a variety of participants.

CANDIDATE APPLICATION REQUIREMENTS:

- Resume and cover letter
- Summary of qualifications
 - Address all aspects of the job as outlined in the Job Summary
- Complete Application (fillable forms)

QUALIFICATIONS:

EDUCATION:

Multi-media training/education and experience with CANVA required.

MINIMUM QUALIFICATIONS:

- Knowledge of social media platforms, purpose for each and back office functions
- Ability to manage multiple social media platforms
- Demonstrated superior organizational skills
- Ability to work independently and set priorities
- Knowledge of current social media trends
- Excellent interpersonal and communication skills
- Close attention to detail

PREFERRED QUALIFICATIONS:

- Education and/or credible experience with non-profit management, career and technical education and SkillsUSA preferred
- Personal qualities of integrity, work ethic, professionalism, adaptability/flexibility and motivation to and passion for the SkillsUSA Massachusetts mission

APPLICATION SUBMISSION INFORMATION:

SkillsUSA Massachusetts, Inc.

Attention to: Karen Ward, Executive Director

250 Foundry Street, South Easton, MA 02375.

Send application requirements to: kward@maskillsusa.org



Volunteer Application - Fillable Pages

Volunteer Application Form



FOR OFFICE USE

Volunteer Ref # _____ Date _____

Thank you for your interest in volunteering with SkillsUSA Massachusetts, Incorporated. Volunteers play a vital role in planning, organizing, management and facilitation of our activities, events and conferences. All volunteer applications are reviewed with consideration of current volunteer opportunities. The information you provide will be stored in confidence under the provisions of the Data Protection Act. Your completed form will be held securely and confidentially. Only authorized staff will have access to your information.

Personal Details

Name: _____ Mr. Mrs. Miss. Ms.

Postal Address: _____

County: _____

Telephone: (Home) _____ (Mobile) _____

E-Mail: _____

Birth-date: _____
Month / Day / Year

If you are involved with us as a volunteer and an emergency arises, whom should we contact?

Name: _____ Relationship: _____

Telephone: (Home) _____ (Mobile) _____

Equal Opportunities

SkillsUSA Massachusetts, Inc. is committed to equal opportunities and all volunteer recruitment decisions will be based on merit, suitability for the role and experience. NO volunteer recruitment decision will be influenced, in any way, by race, color, nationality, religion, sex, marital status, family status, sexual orientation, disability, or age. SkillsUSA Massachusetts, Inc. fully endorses a Volunteer working environment free from discrimination and harassment.

SkillsUSA Massachusetts, Inc. is committed to standards of excellence in Child Protection practices. Where your volunteer role may have direct contact with children, you will be required to complete a CORI form, which will be processed by the state office of SkillsUSA Massachusetts, Inc.. The fee for a CORI is \$25.00 payable, by the Volunteer, to SkillsUSA Massachusetts, Inc. at the time this application is made. CORI will be processed along with this application. *Exceptions to the CORI requirement extend to volunteers who are employed by, therefore previously CORI checked and fingerprinted, by one of our member schools. This is the only exception to the CORI requirement.*

I am employed by one of SkillsUSA Massachusetts' member schools and have on file at the schools a current CORI and fingerprint profile.

Yes No

Have you ever been convicted of an offence in the United States of America or elsewhere?

Yes No

If you checked yes, please provide details below:

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Your Skills and Interests

1. Have you ever done any Volunteer work before? Yes No

If you answered yes, please tell us a little about the experience.

2. Why do you want to volunteer with SkillsUSA Massachusetts, Inc.? What has motivated you to get in touch with us?

3. Do you have any particular skills or qualities that you could use in your Volunteer work?

4. Are you applying for a specific Volunteer position? Yes No

If yes, please provide the following (see list in #5);

Volunteer Opportunity: _____

Reference # _____

5. What Volunteer opportunities interests you? *All applicants must submit a resume and cover letter in addition to this application*

- Board of Directors – Reference #BOD_1
- Leadership Team Conference Management/Trainer – Reference #LDR_1
- Leadership Team Media Services – Reference #LDR_2
- Alumni Executive Board – Reference #ALM_1
- Alumni Association Conference Volunteer – Reference #ALM_2
- SkillsUSA Championships Management Team – Reference #SMT_1
- Tabulation Center Team – Reference #SMT_2
- Internship in the State Office – Reference #INT_1
- Other – Reference #OTR_1

6. Availability for Volunteer work, check all that apply (*some opportunities require larger commitment*)

- Totally Flexible
- Part-Time Days
- Evenings/Weekends
- Part-Time Evenings
- Conference Dates (depending on schedule)
- Summer/school breaks

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References

1.

Name: _____ Relationship: _____

Place of Work: _____ Position: _____
(If applicable)

Telephone: (Home) _____ (Mobile) _____

E-Mail: _____

2.

Name: _____ Relationship: _____

Place of Work: _____ Position: _____
(If applicable)

Telephone: (Home) _____ (Mobile) _____

E-Mail: _____

If you have any questions when completing this application form, please contact the corresponding lead staff/volunteer. Contact information can be found in the Volunteer Handbook. If you would like to find out more about SkillsUSA Massachusetts, Inc. log onto our website at www.maskillsusa.org

Is there any additional information you would like to bring to our attention?

I declare that the information I have provided is true. All my actions as a Volunteer will reflect the ethos of SkillsUSA Massachusetts, Inc. and I agree that being Child (Student) Centered will be central to my role.

Signed _____ Date _____

For office use only

Volunteer Position _____

Volunteer Interview _____

Volunteer Forms Complete/Fees Collected (if applicable) Yes No

References Collected Yes No

Volunteer Start Date _____

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SkillsUSA Massachusetts, Inc. | Code of Ethics for Volunteers

Volunteer Name: _____

Volunteer Street Address: _____

Volunteer Town/City, State & Zip: _____

Individual conduct and appearance is an important aspect of Career and Technical Education. At SkillsUSA's conferences and activities this phase of the education program becomes apparent. Since being a good example is one method of teaching, and students participating in SkillsUSA's conferences are impressionable, this Code of Ethics has been set for adult Volunteers. It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times.

1. SkillsUSA Massachusetts, Inc. defines the term "Volunteer" as a person who chooses to act; giving time, effort and talent, in recognition of a need, with an attitude of social responsibility and without concern for nor expectation of monetary profit.
2. The Volunteer is responsible for completing the required **Volunteer Registration Paperwork** and ensuring that all required forms and fees (CORI fee, Volunteer Dues, team wearing apparel fees), *if applicable*, are paid before volunteer service can begin.
3. Volunteers are expected to be on time and prepared for all SkillsUSA Massachusetts, Inc. opportunities for which they agree to engage as a volunteer.
4. Volunteers are assigned job duties during conferences and activities. It is the responsibility of the Volunteer to promptly carry out his or her job duties with a "Can Do Attitude" remembering, every job is important!
5. Volunteers are expected to exercise trust and be trust worthy, keep the volunteer commitments made and being honest about what can be committed to.
6. Volunteers are role models for students. As such, they are responsible for acting in a manner that sets a positive tone for the event, conference or activity. Volunteers must refrain from one-on-one interaction with students, connection, communication or social interaction with student members of SkillsUSA outside of the volunteer opportunity.
7. Volunteers are responsible for their actions. Volunteers are expected to be appropriate and respectful during interactions with fellow volunteers, staff, teachers, students and the public.
8. It is required, for all overnight volunteer opportunities, that every Volunteer spend each night in the room of the hotel to which the Volunteer is personally assigned.
9. Any conflicts amongst Volunteers should be resolved quickly and openly. Volunteers are expected to treat one another the way each would like to be treated.
10. Volunteers must practice self-care whilst serving. When daily responsibilities have ended, it is expected that Volunteers get appropriate sleep, when it is time to eat, Volunteers must make time to eat. Volunteer self-care is essential to being at ones best for our students.
11. Volunteers are expected to serve cheerfully and present a positive and enthusiastic attitude. Volunteers should avoid complaining, remembering, if you are tired, so is everyone else.
12. All Volunteers are expected to represent SkillsUSA Massachusetts, Inc. with respect. All Volunteers will be provided a copy of the SkillsUSA Massachusetts, Inc. Social Media Policy & Guidelines for Volunteers and agree to abide by its contents.

Violation of any items in this Code of Ethics for Volunteers and/or the Social Media Policy for Volunteers may result in a warning and/or coaching. Violations may be grounds for disqualification or suspension from volunteer service. If violations take place during an activity, meeting or conference, the violator may be sent home at his/her own expense. Proper notification of the violation and action taken will be sent to the appropriate parties.

I understand that, by signing this Code of Ethics for Volunteers, if I am in violation of any of the above and/or conduct myself in a manner unbecoming a SkillsUSA Massachusetts, Inc. Volunteer, I may be removed from volunteer service or suspended from volunteer service. I further agree to accept the penalty imposed on me with the understanding that all such actions will be explained to me. I realize the severity of the penalty may increase with the severity of the violation.

Typed or Print Name of Volunteer

Signature of Volunteer

Date

Volunteer Application - Fillable Pages



Social Media Policy and Guidelines for Volunteers

SkillsUSA Massachusetts, Inc. has established this Social Media Policy as a guide for all Volunteers regarding posts to social networking websites. Social media is described as any website or medium (including video) that allows for communication with the public. This includes, but is not limited to, Facebook, Twitter, Instagram, LinkedIn, MySpace, YouTube, Flickr, Picasa, blogs, etc. This policy is in place to protect you, as a SkillsUSA Massachusetts, Inc. Volunteer, Below you will find both the policy and tips to protect yourself as a Volunteer.

1. SkillsUSA Massachusetts, Inc. has numerous Social Media pages that are owned and managed exclusively by SkillsUSA Massachusetts, Inc. and/or corresponding lead staff/volunteers. Ownership of these pages belongs to the SkillsUSA Massachusetts, Inc. and not any Volunteer whose current job includes posting to or monitoring these accounts. Volunteers do not, under any circumstances, create social media page(s) for SkillsUSA Massachusetts, Inc.
2. Volunteers must be aware of their association with SkillsUSA, Inc. SkillsUSA Massachusetts, Inc. and or the SkillsUSA Massachusetts Alumni & Friends Association when participating with online social networks. If a Volunteer identifies themselves as a SkillsUSA Volunteer or has a public facing position for which your SkillsUSA association is known to the general public, the Volunteer must ensure their Social Media accounts and related content (even if it is of a personal and not an official nature) is consistent with the Mission, Vision and Values of SkillsUSA.
3. Volunteers must recognize that they are responsible and potentially liable for anything written or presented online. The public image of SkillsUSA Massachusetts, Inc. Volunteers in social media, if they can be associated with SkillsUSA, SkillsUSA Massachusetts, Inc. and or the SkillsUSA Massachusetts Alumni & Friends Association, does matter. Malicious, offensive, disparaging remarks, untruthful statements, demeaning behavior, and illegal substance use, are all examples of behavior that can initiate a non invite or dismissal from volunteer service with SkillsUSA Massachusetts, Inc. Volunteers may also be disciplined by the corresponding lead staff/volunteers and/or Board of Directors for commentary, content, or images that are defamatory, lewd, proprietary, harassing, libelous, or that can create a hostile environment at SkillsUSA Massachusetts, Inc. events, activities and conferences.
4. SkillsUSA Massachusetts, Inc. requires Volunteers to write knowledgeably and accurately using appropriate professionalism. Speak respectfully about SkillsUSA Massachusetts, Inc., SkillsUSA Massachusetts Alumni & Friends Association, our current and potential members, and current and potential partners/affiliations. Despite any disclaimers made, SkillsUSA Massachusetts Volunteer's social media posts can result in members of the public forming opinions about SkillsUSA and its members, Alumni, and partners. Do not engage in any behavior that will reflect negatively on the reputation of SkillsUSA Massachusetts, Inc. or SkillsUSA Alumni & Friends Association.
5. SkillsUSA Volunteers may not initiate contact or accept requests for social networking with students they meet at SkillsUSA events. The term student refers to anyone under the age of 18 or anyone who is currently enrolled in a SkillsUSA affiliated school (middle school-high school-college/post secondary). This includes those who are 18 years of age or older, but are still enrolled in a CTE school program. If a SkillsUSA student member finds a Volunteer's social networking profile and requests to be linked, the Volunteer must respectfully decline. Any exceptions, including prior relationships, are subject to written explanation and approval from the corresponding lead staff/volunteers.
6. SkillsUSA Massachusetts, Inc. Volunteers shall not post any pictures or videos of minors/students in or at SkillsUSA programs/events/activities/or SkillsUSA conference sites to their personal social network pages.
7. It is important that social media platforms are monitored for negative comments about SkillsUSA, SkillsUSA Massachusetts, Inc. and the SkillsUSA Massachusetts Alumni & Friends Association. If Volunteers become aware of negative comments posted Volunteers should contact the corresponding lead staff/volunteers with any concerns.

Tips to protect the Volunteer:

1. Volunteers must exercise common sense when using social networking websites.
2. Volunteers must make their online profiles private/unsearchable.
3. Volunteers must not accept "friend" invitations/invitations to connect from minors/students.
4. Volunteers must not affiliate their personal on-line presence with their Volunteer service with SkillsUSA Massachusetts, Inc.
5. Volunteers must not post photos of minors/students associated with SkillsUSA.
6. Volunteers should have no expectation of online privacy.

Volunteer Application - Fillable Pages



SkillsUSA Massachusetts, Inc. Volunteer Staff Waiver of Copyright

I, the undersigned, do hereby acknowledge that any scripts, PowerPoint presentations, slide decks, videos and photographs I will create and/or creative works, consisting of, but not limited to, signs, banners, logo designs, bulletins, announcements, brochures, programs, event content and or program content I will create at or for any activity, event or conference on behalf of SkillsUSA Massachusetts, Inc. for the entirety of my volunteer affiliation with SkillsUSA Massachusetts, Inc. are:

- 1) done on a voluntary basis;
- 2) a charitable act. I will receive no monetary compensation for the creation, editing, displaying or usage of said scripts, PowerPoint presentations, slide decks, videos and photographs I will create and/or creative works, consisting of, but not limited to, signs, banners, logo designs, bulletins, announcements, brochures, programs, event content and or program content I will create; and
- 3) not my property. While I may use and keep my own equipment, the rights to display and use any scripts, PowerPoint presentations, slide decks, videos and photographs I will create and/or creative works, consisting of, but not limited to, signs, banners, logo designs, bulletins, announcements, brochures, programs, event content and or program content I will create at or for any activity, event or conference belong solely to SkillsUSA Massachusetts, Inc. Regardless of medium, permission to use or display edited or unedited, compiled or uncompiled, versions of any creative works, videos and/or photographs I or any other volunteer may produce must be obtained from SkillsUSA Massachusetts, Inc. beforehand.
- 4) I understand that the granting of this permission by SkillsUSA Massachusetts, Inc. may not be automatic. I acknowledge that I do not have a personal copyrightable interest in the scripts, PowerPoint presentations, slide decks, videos and photographs I will create and/or creative works, consisting of, but not limited to, signs, banners, logo designs, bulletins, announcements, brochures, programs, event content and or program content I will create, edit or work with on behalf of SkillsUSA Massachusetts, Inc.

Typed or Print Name of Volunteer

Signature of Volunteer

Date

