



Social Media Manager Job Description

The SkillsUSA Social Media Manager shall, in general, oversee and support all social media platforms used, ensuring posting at least weekly and possibly as often as daily. The SkillsUSA Social Media Manager shall perform those duties and responsibilities as assigned by the State Director, Board of Directors and the Executive Committee as outlined in the approved job description.

The task as SkillsUSA Social Media Manager is to assist the State Director in the oversight and operation of SkillsUSA Maine's social media needs. These responsibilities include:

- Various Social Media Platforms, including but not limited to Facebook and Instagram

The following Task Analysis highlights the job of State Media Specialist.

1. Facilitate weekly/daily cross-posts to all social media platforms and the state wordpress site.
2. Keep static content up-to-date on the SkillsUSA Maine State Wordpress site.
3. Develop social media strategies to promote the SkillsUSA Maine Brand

This position is a stipend State Staff position and reports directly to the State Director.



Social Media Manager Application

DATE: ___/___/_____

Name _____

School/Business Name _____

Mailing Address _____

School Phone _____ Fax _____

Cell Phone _____

E-mail Address _____

Number of years involved with SkillsUSA Maine _____

Please include a brief resume of your education.

Forward this application and resume to:

Hal Casey - State Director
SkillsUSA Maine
c/o Eastern Maine Community College
354 Hogan Rd
Bangor, ME 04401

Or email:

hcasey@skillsusamaine.org