UCDA Board of Directors Position Opening:
Digital Content Director

November 7, 2024

UCDA is accepting self-nominations for the role of **Digital Content Director.**

Link for more information on board roles and responsibilities, and the self-nomination form https://www.ucda.com/board-member/

Digital Content Director

The Digital Content Director's primary responsibility is to create and manage social media strategy and execute social media posting on all UCDA social media accounts based on UCDA activities, brand, and the strategic objectives of the organization.

- Manages, schedules, and executes digital social media content and posting calendar.
- Sends out a monthly 'call for social media content' email to board and executive director with link to the form and the deadline to submit content for the following month for inclusion in social media monthly content creation and postings.
- Uses Hootsuite to execute social media. Includes metrics in report.
- Actively executes strategy towards growing followers, activity, and influence on social media.
- Leads a digital content committee and meets monthly.
- Submits reports to the board monthly on social media posts, committee activities, analytics and metrics as well as guidance and input on social media strategy.
- Works with Executive Director and Communications Director to produce digital content and assets for the following:
    - Website
    - Events and Programs
    - Email Campaigns
    - Membership Campaigns
    - UCDA Blog Journal

For more information and to fill out the self-nomination form, visit
https://www.ucda.com/board-member/

This role will remain open until a qualified candidate is selected.