



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good

External Affairs Committee Coordinator Description of Role and Responsibilities

Purpose of the External Affairs Committee: The SMANA External Affairs Committee manages the social marketing listerv, creates our newsletter, oversees branding, develops our online presence, supports SMANA at industry conferences, educates others about social marketing and more.

Position	External Affairs Committee Coordinator
Purpose	To assist with the management of External Affairs Committee meetings, events, and other relevant Committee programs and services.
Location	Primary residence must be in North America, work can be done remotely
Key Responsibilities	<ul style="list-style-type: none"> ● Manage the SMANA External Affairs Committee email account, properly categorizing and responding to emails in a timely manner ● Copy writing and basic editing ● Correspond with internal and external parties as it pertains to specific projects ● Survey content development ● Attend weekly check-in meetings ● Attend and take notes for monthly External Affairs Committee meetings ● Other duties as needed
Reports to	SMANA External Affairs Committee Chair or SMANA Executive Committee if Chair is vacant
Length of Appointment	6 months to 2 years
Time Commitment:	<ul style="list-style-type: none"> ● 5 hours maximum per week ● Weekly check-in meeting (30 min - 1 hr) ● Monthly meetings (1 hour)
Qualifications/ Requirements	<ul style="list-style-type: none"> ● SMANA member ● Undergraduate/Graduate students or someone interested in social marketing ● Skilled in writing, time management, programming ● Skilled in Microsoft Office and Google Docs ● Ability to work on multiple projects ● Excellent organization skills



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	<ul style="list-style-type: none"> ● Ability to work as a team and share ideas and also work independently on tasks assigned outside of scheduled meetings ● Enthusiasm for, and experience in, marketing or public relations, preferred ● Excellent communication and listening skills
Support	Training provided by External Affairs Committee Chair or SMANA Executive Committee if Chair is vacant
Orientation	<p>Within the first month of the beginning of their service, the External Affairs Committee Coordinator agrees to familiarize themselves by:</p> <ul style="list-style-type: none"> ● Reading SMANA's bylaws: http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf ● Visiting the SMANA website: www.smana.org ● Reviewing committee procedures: http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf
Active Participation	<p>Actively support the External Affairs Committee chair and provide ongoing assistance by:</p> <ul style="list-style-type: none"> ● Attending weekly check-in meetings and provide updates on project progress ● Attendance at scheduled committee meetings ● Ensuring that all pre-event, day-of event and post event duties are complete as outlined in relevant process documents (TBD) ● Taking part in the post-event debrief, during which event successes, challenges and opportunities for improvement are discussed ● Maintaining up-to-date workplan and communicating needs in a timely manner ● Maintaining SMANA External Affairs Committee email account and committee membership list ● Liaising with networking event hosts and providing support as needed to carry out their respective events ● Providing enough time during the year to support SMANA's goals ● Support other activities and initiatives as they arise (e.g. Ask the Expert events)
Enhance Image and Public Awareness	Enhance the organization's standing and awareness in the social marketing and behavior change community by:



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	<ul style="list-style-type: none">● Knowing the mission, purposes, goals, programs, policies, strengths, and needs of the organization● Talking with colleagues about joining SMANA and seeking out new members● Enhancing SMANA's public image and awareness by whatever means comes naturally (i.e. write an article, hold an event, give a presentation, etc.)● Demonstrating loyalty and representing SMANA in a positive and supportive manner
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