



UNIVERSITY OF TORONTO

FACULTY OF DENTISTRY

The Faculty of Dentistry Alumni Association Board of Directors Board Position

Position Title: Social Media, Marketing and Communications

I. Overview

The Social Media, Marketing and Communication person will support the FDAA Board of Directors in delivering positive, engaging, and fulfilling experiences for alumni of the University of Toronto Faculty of Dentistry. This person is a highly motivated, engaged individual with experience in and passion for connecting and engaging members of the Faculty's alumni community. This person will develop the FDAA's social media presence, enhance its marketing tactics and develop a strong and cohesive communication strategy in coordination with the Faculty's Advancement Office staff.

II. Responsibilities

- Create and publish relevant, original, high-quality content (for all channels and ads)
- Create a regular publishing schedule and promote content through social advertising
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Integrate all channels of marketing
- Attends board meetings and/or related meetings
- Volunteers for and willingly accepts assignments and completes them thoroughly and dutifully
- Remains informed about committee matters, prepares for meetings, and reviews and comments on minutes and reports

III. Competencies

- Knowledge of social media, marketing and communication trends
- Expertise in managing digital platforms and social networking sites
- Ability to develop brand awareness and online reputation
- Experience in content management
- Understanding of reputational management
- Demonstrated ability to work as a volunteer in a collaborative environment
- Ability to promote the Faculty's mission and attract support for the Faculty
- Has in-depth knowledge of the dental sector and industry experience

IV. Required Skills

- Tactical execution
- Strategic planning
- Community management
- Brand imagery, content creation, and technological savviness
- Creativity
- Analytics
- Leadership
- Written and oral communication

V. Additional Information

There are no supervisory requirements for this position.

Board Members are expected to have a close working relationship with the professional staff of the Faculty of Dentistry's Advancement Office and/or various other associations or groups within the Faculty.