**The Appalachian**

**Community Manager**

**Job Description**

The community outreach director will manage and create content for The Appalachian’s social media platforms, as well as handle recruitment and marketing for the publication. He or she will work in conjunction with the rest of the editorial board to bring new and innovative ideas to The Appalachian in terms of how the organization is run, the content it produces and the way it presents itself to its readership. The Community Manager is responsible to the Editor in Chief, and shall have the following responsibilities:

**Day-to-Day Duties:**

1. The community outreach director is responsible for managing The Appalachian’s social media accounts and designing a strategy to engage the community in these platforms. He or she will communicate with the rest of the editorial board to incorporate content into the social media strategy to further engage readers.
2. The community outreach director will set up events and strategies to market The Appalachian and widen its readership, as well as recruit new staffers.
3. The community outreach director is responsible for organizing, brainstorming, shaping and creating content for special editions of The Appalachian (e.g. homecoming issue, election insert, basketball preview insert, etc.) with other editorial board and staff members.
4. The community outreach director will, from time to time, meet with the entire editorial board to review performance and how it may be improved.