GEOTHERMAL RISING NEXT GEN GEO

Position Title: Social Media Subcommittee Lead, Geothermal Rising Student Committee
Position Term: 1 year, January-December, with the option of 1 additional year reelection
Time Commitment: 6-8 hours a month

The Advisor for this position is: A Geothermal Rising Professional Member or former Geothermal Rising Student Committee President/Subcommittee Lead.

General Student Committee Leadership Responsibilities:
As a Student Committee Leader, the primary responsibilities include preparing the specific subcommittee's plan and budget for the term, setting yearly goals, and ensuring their successful completion by the end of the term. Sub subcommittee leads will develop their strategic approach using a template of previous goals, events, and incentives. Additionally, leaders are required to submit quarterly progress reports for the Board of Directors, collaborate with the committee president to align goals with the broader organizational objectives and maintain clear communication to ensure the subcommittee's contributions are in line with the overarching mission of Geothermal Rising. As representatives of the GR Student Committee, Subcommittee Leads are expected to be professional and maintain good behavior throughout the duration of their term.

Position Description:
This role enhances our online presence and engages our community through various social media platforms. They manage our social media accounts, create content, and support our marketing and awareness campaigns. They are also in charge of planning virtual webinars. This position may be held by up to 2 individuals.

Position Responsibilities and Tasks:

- Post regularly on Instagram and LinkedIn about relevant events and awareness campaigns. Report general statistics generated by each platform
- Develop engaging content that aligns with our brand standards and resonates with our audience. Utilize Canva Pro and other modern tools as necessary.
- Ensure all posts adhere to the GR Social Media Branding Kit and maintain consistent brand awareness. Minor flexibility is allowed with prior approval of advisors and GR Staff
- Continue our webinar series, hosting at least two webinars each year.
- Manage video recording, editing, and YouTube channel engagement.
- Brainstorm and implement new marketing strategies and content campaigns focused on fundraising and other Student Committee operations.

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- Avoid posting political, religious, ethnic, and gender-related content unless it has already been shared and/or approved by the GR organization.
- Repost content mainly from Geothermal Rising events, Student Section events, and other organizations related to Geothermal Rising meetings and conferences
    - Approved Sources for reposting include but are not limited to:
        - WING - example core value awards at GR meeting
        - AAPG - example joint symposium with GR
        - SEG
        - IGSHPA - example joint symposium with GR
- Social media accounts must be checked every 1-2 business days

Advisor Role and Responsibilities:

- Support webinar planning and preparation by identifying potential industry connections.
- Attend webinars and offer suggestions to improve event delivery by the Subcommittee Lead.
- Provide guidance and support to the Social Media Lead in developing effective fundraising strategies
- Review and approve content plans and budgets (if applicable) proposed by the Social Media Lead
- Help navigate any legal or ethical issues related to posting and content with support of GR staff and the Student Committee President.
- Facilitate connections between the student committee and professional networks in the geothermal industry
- Mentor the Subcommittee Lead in developing professional skills and industry knowledge
- Ensure alignment between social media engagement and content creation with the overall goals and brand strategy of Geothermal Rising
- Propose social media posts for key events and Student Committee operations when missed by Subcommittee Lead.
- Encourage student involvement in scheduling posts and content creation.
    - Assist with scheduling and content development as necessary.

Advisor Time Commitment:

- Average of 4 hours a month