

Social Media Specialist Profile

CMTC-OVM is a patient organisation operating worldwide in which the patient and their direct environment are placed centrally. The board members and all the volunteers from a variety of countries carry out their highly appreciated work with much drive and a great deal of enjoyment. Together we have already achieved a lot and we can continue to do so. We represent the interests of the patients, who are often children and their direct family and we help them in all sorts of practical ways. Thanks to our organisation, to be able to provide clarity to a patient in terms of his or her condition is something that gives us a wonderful feeling each time. Our international volunteers are pleased to be actively involved in an enthusiastic and professional team.

Subject	Description
Main tasks	<ol style="list-style-type: none"> 1. Prepare social media policy in agreement with the board and other specialists. 2. Advise the board in social media policy and developments. 3. Carry out social media related tasks (such as Twitter and Facebook content posting) in agreement with the board.
Authorisations	<ol style="list-style-type: none"> 1. Publicise details via social media after approval by a board member, the primary intention being to synchronise actions.
Responsibilities	<ol style="list-style-type: none"> 1. Publicise correct details (without spelling errors) via social media. 2. Inform the board about the impact of publication on the basis of (website) statistics (for example using Google Analytics).
Time required	On average around three hours per week.
Characteristics	<ol style="list-style-type: none"> 1. Analytical. 2. Organised. 3. Empathetic. 4. Patient. 5. Determined. 6. Proactive. 7. Communicative. 8. Motivated.
Knowledge and Skills	<ol style="list-style-type: none"> 1. MS-Office (Word and some limited Excel and Powerpoint). 2. E-mail software such as Outlook and/or webmail. 3. English language spoken and written. 4. Twitter, Facebook, LinkedIn and tools such as HootSuite. 5. ICT is an important tool within our organisation and it is essential that the person who fills this role has wider knowledge and skills of ICT than only the specific items mentioned above. 6. Currently working for or has worked for a minimum of 2 years in a commercial business.
Min. Education Level	Bachelor's degree.
Equipment	<ol style="list-style-type: none"> 1. Computer. 2. MS-Office (can be provided if not already available). 3. Internet access and e-mail. 4. Telephone.
Compensation	<ol style="list-style-type: none"> 1. Monthly domestic expense reimbursement (telephone and Internet). 2. Daily allowance when travelling for the association. 3. Expense reimbursement when travelling for the association. 4. Reimbursement of education/workshop costs.