



जोडी मराठी मनं

CALGARY MARATHI ASSOCIATION

info@cmacalgary.ca • www.cmacalgary.ca

## Job Description – Website & Social Media Lead (WSL)

<b>Job Title</b>	<b>Website &amp; Social Media Lead (WSL)</b>
<b>Work Location</b>	<b>Calgary</b>
<b>Reports to</b>	<b>President (PR)</b>
<input type="checkbox"/> Full-time	<input type="checkbox"/> Paid
<input checked="" type="checkbox"/> Part-time	<input checked="" type="checkbox"/> Volunteering/Not Paid

### Job description summary

Elected by the voting members per the election process, the WSL will be a part of the EC-SC reporting to the PR to support the EC during the current operational year by being the single point contact to revamp and maintain the CMA website, email accounts and handle social media communicate keeping the success and welfare of CMA as their top priority without any personal gains and / or to further their business interests, if any.

### Essential duties and responsibilities

- Refer to CMA Bylaws and Amendments as registered with Alberta Registry.

Following details enhance / provide additional information about the role:

- Seek guidance and direction from the PR to establish CMA's vision into action to support revamp and to maintain CMA website, email accounts, social media content management during the current year.
- Optimize number of CMA email accounts and negotiate with service providers like Google to maintain CMA's status as Non-Profit organization account and not charge at all or charge nominal fees (if number accounts are exceeded).
- Maintain CMA's registered address as advised by PR.
- Resolve amicably and promptly login / password / reset issues cropping up during handover by current EC and takeover by the incoming new EC in the new year including MailChimp, email account and social media accounts, etc.
- Make budget provisions for web hosting Domain name – e.g. GoDaddy – renewals; web hosting SSL certificate / Wordpress – renewal, Paypal charges (ecommerce engine), Google cloud storage space, Zoom / Google Meet type video meeting app accounts etc..
- Be the moderator to social media – Facebook / Twitter / Instagram / You Tube etc. to prevent people from soliciting FREE business advertisements while ensuring appropriate information and communication is done via these social media sites and program announcements are made on eventbrite etc. as may be decided by the EC..
- Consider hard disk storage for historic media content / uploaded backup – else look for Google Cloud storage.

- Set up and maintain ZOOM / Google Meet type account for online events including holding Marathi Shala classes.
- For any communication to the EC, implement the use of the email - [info@cmacalgary.ca](mailto:info@cmacalgary.ca), and for website and social media (EC-SC) related communication, implement the use of email as published on our CMA website; PR to control other CMA email accounts and optimize once the need is fulfilled.
- In case there is any misalignment, disagreement, conflict between the WSL, PR and / or the EC, EC-SC or others, the Board will step in to find amicable resolution.

## Tenure

Following the election or appointment process prescribed in the bylaws, the tenure for sub-committee (EC-SC) for specific role such as the WSL to support the EC is for one year that will be their operational year.

## Qualification

- Should be IT savvy with good software skills to manage website and social media
- Excellent written as well as oral communication skills (especially in English), be good at keeping records in order and transfer / turnover of documentation.
- Excellent organization skill, people and time management skills with planning experience will be an asset.
- Be of Bharatiya Hindu heritage and fluent in Marathi and Hindi.
- Be resourceful, trustworthy and committed to the welfare of CMA community.
- Be able to bring about positive changes in the community.
- Good listening and problem-solving skills.

## General Acronyms & Definitions

- Current year – One year of active operation that commences at the closure of the tenure of the previous year
- Following year – Year of operation that succeeds the current active year of operation
- Previous year – Year of operation that precedes the current active year of operation
- CMA – Calgary Marathi Association.
- BMM – Bruhan Maharashtra Mandal
- Marathi Shala – CMA initiative of school for learning Marathi as foreign language
- Paalavi – CMA initiative for youth group
- Samadhan – CMA initiative for Seniors group
- AGM – Annual General Meeting
- SGM – Special General Meeting
- Board – Board of Trustees
- Board Chair – Chairperson, Board of Trustees

- EC – Executive Committee
- PR – President
- VP – Vice President
- SC – Secretary
- TR – Treasurer
  
- PMS – Principal - Marathi Shala
- DSE – Director - Special Events.
- IA – Internal Auditor
- DBMMC – Director, Bruhan Maharashtra Mandal Coordination.
  
- EC-SC – Executive Committee – Sub-Committee
- AL – Annapurna Lead
- LC – Cultural Lead
- DTL – Dhol Tasha Lead
- NCL – Newcomers Lead
- PYL – Paalavi Youth Lead
- SL – Sports Lead
- SSL – Samadhan Seniors Lead
- WSL – Website and Social Media Lead
  
- AGLC – Alberta Gaming & Liquor Commission

