Virginia Beach Council of Civic Organizations

Helping Civic Organizations Remain Educated for 66 years
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Job Description
Website & Social Media Subcommittee Chair

Purpose

The Website & Social Media Subcommittee Chair maintains VBCCO's website and social media platforms, keeping them informative, accurate, and up to date for members and the public. This Subcommittee ensures that online information (calendars, news, resources, announcements, and other approved content) is current, accessible, and engaging, supporting transparency, civic education, and community engagement.

Key Responsibilities

- Coordinate with the Communications Chair and other VBCCO committees to gather content (e.g., event details, reports, announcements, and other approved information) that needs to be added to the website or shared through social media.
- Update website content regularly, including posting upcoming events, meeting summaries, news articles, and other important announcements.
- Ensure the site's information is accurate and easy to navigate: refresh outdated text, fix broken links, and maintain a clear page structure.
- Upload documents or media (such as newsletters, event photos, or resource files) to the appropriate sections of the site.
- Develop and publish approved social media content highlighting VBCCO events, educational programs, news, resources, announcements, and other activities.
- Coordinate with the Communications Chair and corresponding Committee Chairs to ensure social media posts accurately reflect VBCCO programs, events, and approved messaging.
- Monitor website and social media activity and engagement and provide feedback to the Communications Chair regarding content that may help increase awareness and participation.
- Ensure website and social media content reflects VBCCO's mission, policies, branding, and commitment to factual, balanced, and nonpartisan civic education and information.

Desired Skills and Qualifications

- Basic experience with website editing, content management systems, or social media platforms (or willingness to learn).
- High attention to detail and accuracy, especially for proofreading and formatting.
- Understanding of basic web layout, design, or social media principles is a plus.
- Good written communication skills and the ability to present information clearly and concisely.
- Problem-solving skills to troubleshoot minor web or social media issues or liaise with technical support if needed.

Time Commitment

- Approximately 4-6 hours per month. Typically this breaks down to about 1 hour per week for routine website and social media updates, with occasional extra time when adding major content or promoting events. Work can be done remotely on a flexible schedule.

Volunteer Benefits

- Enhance your skills in web content management, social media communications, and light web design through hands-on experience.
- Take pride in creating and maintaining online resources for civic leagues and residents citywide to easily access VBCCO information and learn about opportunities to participate.
- Gain experience developing clear, engaging digital content for a community-focused organization.

Definition of Success

- Website and social media content is updated promptly following meetings, announcements, or events. Outdated material is removed or archived in a reasonable timeframe, and all posted information remains factually correct and clearly attributed.
- Website pages are organized logically, with consistent structure and design. Users can easily locate meeting summaries, civic resources, calendar events, and other information without confusion or broken links.
- The Subcommittee Chair maintains regular communication with the Communications Chair and other committees to ensure website and social media content aligns with VBCCO messaging, tone, branding, policies, and public-facing goals.
- Visual layout, grammar, formatting, and social media content demonstrate attention to detail and respect for the organization's credibility.

Volunteer Disclaimer

The Virginia Beach Council of Civic Organizations (VBCCO) recognizes that every volunteer brings unique strengths, experiences, and availability. The responsibilities listed in this job description are intended as a general guide, not a rigid requirement. We welcome applicants with enthusiasm, initiative, and a willingness to contribute, even if their background or skills don't align perfectly with every listed duty. VBCCO is committed to finding the best fit for each volunteer's talents and interests to ensure a positive and rewarding experience for everyone involved.