

**People on this team have to dedicate at least a minimum of 5-10hrs per week (more hours are required when major events are approaching) to make sure information is available, understood, and received well across mass media and our members. This is a year round position. Members on this team must have experience in social media outreach, ad writing, technology, trends, and content creation. (Not someone who is familiar with personal use of social media outlets or limited ad/media composition) Must be able to work as a team, but work well on their own. Must be able to relate, as well as, engage with the public, our members, network resources, and be people oriented. Positions for this team are for creative people who are able to type 55wpm+. The positions within MAT needing to be filled are as follows with brief descriptions:**

**Public Relations & Social Media Outreach Officer:** Must be able to relate to the public, our guests, vendors, and members in a professional and warm manor. Prior Public Relations experience is a plus. Must be able to take responsibility for the INBC impact on mass media and our social media outlets. You are responsible for creating well written engaging posts/publications on our members only Facebook page, public Facebook page, and other social media outlets at least 2-3 times a week. Also, you are responsible for distributing and sharing content created by the Content Creation Officer (when available. If there is no CCC or Web Master/Developer you must be able to create content and maintain the website yourself). This position also assists the INBC Newsletter Editor by creating/composing written articles for the INBC Newsletter. Must be able to attend public/virtual meetings with network sources/members/and other committees and teams as needed. You will be creating press releases, and advertise/promote INBC events, schedule public meetings in a timely manner with the utilization of pointers, and/or appropriate tagging/citing of sources. You are the point of contact for questions directly associated with INBC, and for our Events alongside EPC. You will work directly with EPC, other members of MAT, and INBC Board of Directors. For virtual events, you must be able to answer questions, help build hype, and keep people engaged in the comment section across the social media platforms and live streams along side the INBC Board of Directors

**Content Creation Officer:** Must have experience creating professional videos, flyers, ads, graphic and other visual content for promotions, announcements, and publication enhancements. Must know how to edit/retouch images and video in various file formats. Photography, Graphic Design, Videography, and Typography experience is a plus. You have to be able to think outside the box but within the scope of INBC's demographics. You will be working with the other members of MAT, and EPC by providing them with visual aids for them to advertise/promote. Also, you will work with the INBC Board of Directors and the INBC Newsletter Editor. Must have knowledge and the ability to use

Wordpress, HTML, CSS, and other web development software/coding in the event there is not a web master/web developer to help maintain the INBC website.

**Web Master and Developer:** Must have experience in Web Design, Development, and Web Applications. Must know how to use WordPress, Web Coding, and SEO Marketing. You will be responsible for creating and maintaining the INBC website, email, and hosting services. Knowledge about remote access and IT is a plus. You will work with the INBC Board of Directors, EPC, and the other members of MAT. You will also have to assist with other forms of technological outreach such as Zoom, Skype, Facebook, and other live streaming platforms along with the Tech Team.