



ROLES & RESPONSIBILITIES

ROLES

- Digital leader
 - Own the Student Programs TikTok channel, create content for it and keep it consistently updated. Create and update monthly calendars with scheduled posts.
 - Create, develop, and implement digital strategies to boost engagement and awareness of Operation Smile Student Programs initiatives.
 - Expand regional presence online through social media platforms; connect and communicate online with regional clubs and school leaders to support them in their digital efforts.
 - Support Student Programs' content manager and content coordinator in all social media efforts.
- Creative ambassador
 - Embrace the Brand Room and ensure that all communication aligns with Operation Smile's style guide.
 - Bring your ideas, enthusiasm, and compassion to the team.
 - Represent the needs, concerns, and ideas of your peers.
 - Carry yourself professionally online, on both the @osstudpro channels and your own personal social media, as well as in all communications. Remember, you're a representative of Operation Smile and should act accordingly!

RESPONSIBILITIES

- General expectations
 - Brainstorm and collaborate with the content manager, content coordinator and interns to produce engaging, effective, and fun posts.
 - Write posts and contribute to stories on Student Programs social media channels.
 - Be an active participant in digital campaigns and initiatives on personal social media pages.
 - Help tailor social media campaigns to your region & share with regional leaders.
 - Provide metrics and feedback that evaluates effectiveness of digital media content and campaigns.
 - Reply to all phone calls, texts, and social media messages within the next day; reply to emails within two days.
 - Represent the Operation Smile brand professionally online, on social media and in any written, photographic, or content form:
 - Adhere to all Operation Smile brand policies and guidelines (www.brand.operationsmile.org)



LEADERSHIP



SERVICE



EDUCATION



ADVOCACY

- o Follow Operation Smile's writing style
 - o Write without grammatical errors, jargon or inflammatory language
 - o Be culturally sensitive and aware in all your communications
- Participation
 - o Members support efforts during a full school year. At the end of their first year, a member may re-apply for a second (and final) term.
 - o Any member may resign or take a leave of absence at any time.
- Meetings
 - o Monthly team meetings (and any as necessary) will be held through Zoom calls.
 - o Additional tasks will be assigned as necessary.
 - o Online training: All members will be expected to attend an online training once accepted.



LEADERSHIP



SERVICE



EDUCATION



ADVOCACY