



AMERICAN SOCIETY OF SAFETY PROFESSIONALS

ASSP Community Influencer Program Influencer Position Description

Purpose: The ASSP Community Influencer Program helps members reach the highest level of performance by digitally connecting great resources and great people while simultaneously strengthening the voice and empowerment of our members through the online ASSP Community.

Key Responsibilities

- Provide an engaging, welcoming and valuable on-line user experience for ASSP's 38,000 members through the ASSP Community
- Build and maintain an active presence through the ASSP Community
- Monitor ASSP Community for basic functionality questions and respond as needed
- Assist ASSP staff in developing, curating and posting content across discussion forums and blogs
- Drive membership to ASSP Community by highlighting member discussions through personal external social sharing
- Promote the purpose and narrative of ASSP Community on-line and off-line

Support

- Orientation and training with ASSP Community Manager
- Dedicated Influencer Program collaboration space to strategize on best practices

Benefits

- Receive exclusive recognition through ASSP Community
- Influence programs to elevate the member voice and have a lasting impact on the member experience
- Earn ASSP branded swag
- Contribute to the growth and development of ASSP and the safety profession

Time Commitment

- Term of office: minimum 6 months
- Average hours per month: 3 to 6 hours

Qualifications

- Member of ASSP in good standing
- Demonstrated experience driving social engagement and/or interest in social media
- Passion for innovative community-building
- Able to work effectively in a team setting and communicate with diverse audiences
- Able to provide a profile photo for ASSP Community online
- Graphic design & photo editing experience helpful

Contact

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The ASSP Community is the digital heart of the ASSP membership experience by providing members with a forum to connect with more than 38,000 members across 80 countries. ASSP Community Influencers are invited to help better serve our members based on their demonstrated engagement with ASSP in a variety of on-line spaces.