

# AI IET TN – Social Media Manager

## Role Overview:

The AI Social Media Manager is responsible for promoting AI-related content on EngX and social media platforms, ensuring the content is engaging, informative, and aligned with current AI trends. This role does not require daily content uploads but focuses on maintaining a strong and active online presence.

## Key Responsibilities:

### 1. Content Creation and Curation

- Develop and curate high-quality content related to AI, including articles, infographics, videos, and podcasts.
- Ensure content is engaging, accurate, and reflects the latest trends and advancements in AI.
- Share and promote TN material by reposting content from EngX across various platforms.

### 2. Social Media Management

- Manage social media accounts (e.g., X, LinkedIn, Facebook, Instagram) and schedule posts to maintain a consistent online presence.
- Engage by responding to comments, messages, and mentions in a timely manner.

### 3. Eng X Management

- Manage content on the EngX platform
- Plan and schedule posts, blogs, and discussion topics to ensure a consistent presence on the EngX platform, both independently and with input from TN
- Engage by responding to comments, messages, and mentions in a timely manner.

### 4. Trend Monitoring

- Stay updated with the latest AI trends, news, and research. (This will also involve Research Officer engagement to lead, not follow)
- Identify and leverage trending topics to create relevant and timely content.

## 5. Community Engagement

- Foster a sense of community by initiating discussions, polls, and Q&A sessions.
- Collaborate with AI experts, both within the TN or external, to amplify reach and credibility (minimum of monthly interactions within the TN).

## 6. Analytics and Reporting

- Monitor social media metrics to assess the performance of content and campaigns.
- Provide regular reports on engagement, reach, and other key performance indicators (KPIs).

### **Content Strategy:**

- **Frequency:** Aim to post minimum 1 time a week, focusing on quality over quantity.
- **Content Types:** Mix of educational posts, industry news, behind-the-scenes content, and interactive posts.