



Call for Applications: AASP Web Presence Committee Members

The purpose of the Web Presence Committee (WPC) is to support AASP's internet presence, including our website and social media. The committee's goals are to: (a) make the AASP website user-friendly and a valuable resource for external consumers (e.g., athletes, coaches, and parents), professionals, and students and (b) increase the visibility and credibility of AASP.

Responsibilities of the position include:

- Facilitating the development of educational videos that appear on AASP's website and social media;
- Soliciting and editing blog post submissions written by AASP members for external consumers;
- Identifying sport and performance focused podcasts to promote to our members and consumers;
- Reviewing and updating the AASP website;
- Supporting and optimizing AASP social media by collaborating with our PR company and the AASP communications manager;
- Supporting AASP's public relations and outreach efforts related to the Association's digital presence; and
- Attending meetings (quarterly committee and sub-committee) as well as completing independent work outside of meeting time.

Preferred qualifications include:

- Detail-oriented;
- A proficiency in copy editing;
- Experience in video editing and/or production skills (not required);
- Knowledge about best practices in search engine optimization (SEO); and
- Understanding of best practices in social media, especially YouTube, Facebook, and Instagram.

This volunteer position necessitates a year-round commitment (over a 3-year term) and is contingent upon performance with meeting attendance and independent work on committee initiatives.

HOW TO APPLY

Candidates should send a letter of interest that addresses relevant experiences and/or qualifications for the position (500 words or less) as well as their curriculum vitae with relevant qualifications and/or experiences highlighted.

All applicants must hold a current Professional or Student Membership with AASP. Applications should be assembled in a single PDF file and emailed to Dr. Sarah Carson Sackett, AASP Web Presence Committee Chair (carsonsa@jmu.edu) and Dr. Caitlyn Hauff,

AASP Web Presence Committee Vice Chair (chauff@southalabama.edu) no later than August 1, 2021. Inquiries regarding the volunteer position should also be sent to Dr. Carson Sackett.