

AAD PUBLIC SOCIAL MEDIA CORRESPONDENT POSITION DESCRIPTION

Title:	AAD Public Social Media Correspondent
Term:	2 years, with the opportunity for 1 year extension
Accountability:	Reports to the Council on Communications
Role:	<p>Up to three public social media correspondents will appear regularly in content on the Academy's @AADskin social media channels, helping build an engaged followership for the AAD's messages demonstrating dermatologists are the leading experts in the skin, hair, and nails. Correspondents will serve as relatable personalities for our audience, reflecting a warm tone and human voice that speaks to audience members' personal concerns and showcases dermatologists as knowledgeable, caring experts seeking the absolute best outcomes for patients. Correspondents will provide expert insight toward the planning and development of content in alignment with AAD's specialty positioning and public education strategies.</p>
Responsibilities:	<p>Collaborate with AAD social media team and agency partners to define, develop and create social media content in alignment with the Academy's consumer positioning and public education strategies as determined by the Council on Communications. Appear in live events such as Instagram Live at least once per quarter. Create and appear in videos at least once every other week for posting to appropriate channels such as Instagram Reels and Tik Tok as well as other video channels as needed. Participate in monthly editorial planning meetings and provide review and feedback on sharable social media content to be posted to AAD's @AADskin feeds. Adhere to all AAD guidelines for content development and message delivery.</p>
Honorarium	\$25,000 annually per correspondent
Time Commitment:	9 – 11 hours per month, including participation on 1-hour monthly brainstorm/planning meetings, development of video content to be posted to AAD public social media channels, and review of content prior to posting. Travel to AAD's Annual Meeting and Innovation Academy.
Qualifications:	<p>Must have strong written and verbal communications skills. Must be a US Fellow member of the American Academy of Dermatology or a third-year resident Must have experience using social media and an active Instagram and/or TikTok account Must have experience delivering dermatology messages on video through social media, traditional media, or other public education avenues</p> <p>A workgroup comprised of relevant Academy member leaders and staff will review all applications, conduct interviews, and select the final candidates.</p>

AAD Public Social Media Correspondent

Position Description

Page 2 of 2

Conflicts:

Must be free of and willing to forego all conflicts of interest, including, but not limited to, social media brand partnerships throughout the duration of the Social Media Correspondent contract. May not be a current officer or member of the AAD/A Board of Directors or of another specialty society. Must be willing to forego running for Academy elected positions for 2 years after the completion of contract.