



THE ASSOCIATION FOR POSITIVE BEHAVIOR SUPPORT
Enhancing the quality of life for people across the life-span.

The Association for Positive Behavior Support
P.O. Box 328
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www.apbs.org

**Applications are being accepted for a
Social Media Strategy and Digital Communications Services Consultant**

The Association for Positive Behavior Support (APBS) is seeking an external consultant to develop and execute a social media strategy and implement this strategy across digital communications. The successful candidate will work closely with the Public Awareness and Dissemination Committee, website consultant group, the Executive Director and other consultant staff to develop the specific details and logistics for digital communications.

This consultant position will be awarded at \$25.00 / hour and is projected to provide services across approximately 10 hours per week with a yearly total of invoices not to exceed \$12,500.

Background

APBS is an international membership organization that engages in varied activities and endeavors related to Positive Behavior Support. Beyond expanding the science of Positive Behavior Support through research and outreach endeavors, APBS further invests its resources in supporting networking related to the design and implementation of Positive Behavior Support across varied contexts (including but not limited to, school contexts). As such, APBS is primarily a scientifically oriented organization that is also heavily invested in networking. APBS also supports (on a more limited basis) policy related endeavors associated with Positive Behavior Support. Additional information related to APBS may be obtained by visiting www.apbs.org.

Contact Information

All inquiries and applications should be emailed to: Gretchen Hess (gretchen.hess@apbs.org)

Anticipated Timetable

- Application due September 14, 2020 (4:00 PM Eastern Time)
- Interviews concluded September 30, 2020
- Notification to applicants October 9, 2020
- Contract commencement October 12, 2020

Scope of Services

The external consultant, in partnership with the APBS Public Awareness and Dissemination Committee and leaders, will provide these services:

- Co-create and implement overall digital communications strategy in partnership with APBS leadership.
- Determine strategic communications protocols and campaigns that will help further organizational goals.
- Take day-to-day ownership of the content and management of the organization's social media accounts and other agreed upon digital platforms (e.g., podcasts).
- Develop and manage editorial calendars to ensure timely publication.
- Contribute digital expertise to special events, partner meetings, and marketing efforts.
- Ensure digital content is engaging, up-to-date, relevant, and supports the mission, objectives, and values of APBS.
- Monitor social media traffic and engagement and define key performance indicators for each communications channel which will indicate a campaign's level of success.
- Oversee the creation of marketing and social media to ensure that it is branded according to the APBS Brand Guide.
- Interface with other APBS consultant staff under the direction of the Executive Director.

Additional Services

- Seek to build and engage APBS Membership through genuine, thoughtful, and interesting content and conversation for a range of audiences including teachers, administrators, board certified behavior analysts, social workers, direct support professionals, school and clinical psychologists, and others. Incorporate specific strategies to share information and material with potential new members.
- Collaborate with APBS leaders, consultants and volunteer teams to implement strategic marketing and communications plans.
- Draft e-communications for a variety of audiences in conjunction with APBS staff.
- Design engaging, accessible, and mobile-friendly communications to a variety of audiences.
- Access and utilize demographic datasets to inform APBS marketing and communications messaging.

Requirements

- **Technical Skills**
 - Ability to write copy, edit, and proofread materials for publication.
 - Knowledge in the latest digital and social media technologies such as Facebook, Instagram, and Twitter.
 - Understanding of membership database systems and online communication platforms.
- **APBS and Interpersonal Work Skills**
 - General understanding of Positive Behavior Support and the work of APBS in application across home, school, community, and other settings.
 - Work as part of an APBS team as well as independently.
- **Personal Work Skills**
 - Project organization management skills across APBS projects
 - Manage and negotiate competing priorities.
 - Create and manage timelines

Application Format

Applications should be prepared simply, providing a straightforward and concise description of your ability to meet the requirements. Emphasis should be on completeness and clarity of content. Applications should include:

- A cover letter that addresses the ability of the consultant to meet each of the requirements as outlined above.
- A resume
- A list of three references for whom you have provided similar consulting services over the past two years or who can speak to your ability to meet these requirements. For each reference, please include the name of the organization and the name, title, email address, and telephone number of your primary contact. Please include their social media handle.