

Social Media Co-ordinator Role description

The Social Media Co-ordinator is key in making sure that the club communicates effectively with its members. Their focus is on setting up, monitoring and controlling the club's Social Media accounts, and posting to those accounts. The Social Media Co-Ordinator will work closely with the Media Relations Co-Ordinator and the Webmaster to ensure that news about the club is communicated to its members. They will also play a part in facilitating two-way communication with the members. The club's social media posting should focus on building awareness of and anticipation about upcoming events (for example, track and field league fixtures, cross country races, road running races), and celebrating participation and success, but may also be used to communicate other club news as and when necessary.

Responsibilities:

- Set up, monitor and control the club's Social Media accounts.
- Help to build awareness and enthusiasm about upcoming fixtures, and celebrate successes through social media posts.
- Post other club news to the social media accounts.
- Ensure that the Social Media accounts are aligned with the club's Online Safety and Social Media policy.
- Helps to shape the Online Safety and Social Media policy going forward.

Person Specification / Knowledge / Skills:

It is desirable for the Social Media Coordinator to:

- Have a keen interest in social media.
- Energy and enthusiasm.
- Good interpersonal and organisational skills.

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