



Role Outline: Social Media Administrator

RESPONSIBLE TO: Club Committee

COMMITMENT/DURATION: Elected position for the membership year

PREVIOUS EXPERIENCE REQUIRED: None

Role Purpose:

The primary responsibility of the Social Media Administrator is to lead the Club's activity on Instagram and support the Club's activity on Facebook.

Typical Responsibilities:

- Generating and posting content on social media channels
- Guidance on the use of social media channels
- Growing member and non-member engagement on social media channels
- Advising the committee on the best channels to use and ways of using them

Skills and traits

- Experienced in using social media platforms
- Can communicate effectively
- Good organisational skills

Key Relationships

- Club Committee
- Management Team
- Club members

Time commitment

- This role requires frequent but low-level time commitments
- Needs to be reactive to needs of the Club