

Shropshire Union Canal Society Job Description

| | | | |
|--------|------------------------|------|-----------|
| Role | Social Media Marketeer | | |
| Author | D Carter | Date | 17 Sep 22 |

Summary:

The role of Social Media Marketeer is to develop and then implement a social media programme that will allow the Society to spread the word about its activities on social media.

Overall responsibilities:

- To develop from scratch a social media strategy for the society to help us establish a significant social media following
- To direct the implementation of that strategy using volunteers from within or without the society to build fundraising or brand awareness campaigns
- To proactively seek news and generate posts from society members and others.
- To communicate and coordinate with others in the Society responsible for other publicity channels, event organisers, or supervisors of restoration or enhancement works
- Respond to comments and enquiries received via social media, liaising with relevant member/s of council if/as required to ensure appropriate messaging
- To advise the society Council on all matters relating to social media
- Engage with our members and followers and encourage interaction with the society's social media channels
- Manage, maintain and update the society's social media channels.

Specific duties:

[To be developed]

Reports to:

- Council.

Consults with:

- Publicity Officer
- Cuttings editors
- Webmaster
- Internal and external communications.

Nature of role:

- The role is voluntary and not remunerated
- It is desirable that the incumbent is a Trustee (Member of Council)
- The time commitment for this role is flexible
- The role can be performed from home

- Although the society organises regular events such as work parties, guided walks and lock winds attendance at these is not essential.

Desired skills and Experience:

- Experience of writing and editing marketing content for social media across all appropriate platforms
- The ability to quickly understand the needs of our team / organisation / users, including those who are unfamiliar with social media
- An understanding of the resource constraints of a small charity and is able to work with these
- The capacity to be open to feedback.