

South West Fed Role description – Social Media Officer



Main tasks and responsibilities

1. Responsibility for the development and delivery of the South West Fed's Social Media Strategy and its corresponding plan.
2. Responsibility for ensuring that the South West Fed is developing and using appropriate social media channels that respond to member and potential members' needs
3. Creation and publishing of all social media material with board members providing content as appropriate
4. Promotion of the monthly programme with board members providing content as appropriate
5. Attendance at Board meetings and playing an active part in the discussions and activities of the South West Fed.

Please also refer to the separate "Generic Role Description" document as regards the Charity's mission, governance and general trustee/director expectations and duties.

Skills, experience and outlook required

1. Experience of social media. It is not essential to have worked in the sector
2. An understanding of what makes for good, successful social media presence
3. An understanding of how social media can increase income by increasing audiences
4. Team player, able to lead and inspire others and delegate as appropriate
5. A commitment to the South West Fed and its associated policies and practices, a passion for heritage across the sector, and actively building relevant networks beyond the Heritage sector.

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