**Social Media/Communications Officer: Role and Responsibilities**

**NAME OF CLUB:** Thanet Roadrunners AC (“TRAC” or “the Club”)

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**RESPONSIBLE TO:** The TRAC Management Committee

**NAME OF VOLUNTEER:** XXX

**START DATE**: XX/XX/XX **END DATE:** XX/XX/XX

1. Planning and delivering high quality, diverse and engaging news items and reports on behalf of the Club to its membership via a range of platforms (principally Club website, Facebook, Twitter, mail and paper press).
2. Managing news items and reports from a variety of sources (including editing, proofreading and scheduling these items.
3. Writing content for communication (mainly digital) including presentations, letters, emails and websites.
4. Creating and distributing PR and communications materials to support the Club and responding to queries and requests
5. Monitoring online audiences and discussion topics across all relevant channels, and responding accordingly
6. Responding in a timely, friendly but professional manner, to social media questions, and escalating anything that needs attention and could impact reputation.
7. Assisting in the management, promotion and protection of the TRAC brand
8. Analysing and provide monthly data on social media “hits”, “likes” etc.

Average Commitment: 6 hrs per month.