**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. Proactively 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, Instagram, email and 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. Monitoring social media and press for opportunities to preserve and enhance the clubs reputation, paying particular attention to accessibility and demographics.
5. Monitoring communication with the club in a timely, friendly but professional manner, to email, messenger, whatsapp and other social media questions, and escalating anything that needs attention and could impact reputation.
6. Assisting in the management, promotion and protection of the TRAC brand
7. Analyse and provide monthly data on social media “hits”, “likes” etc.

Average Commitment: 16 hrs per month.

**Best bits of the role**: Having your finger on the pulse of what is going on within the club and constantly being challenged by rapidly changing social media technology and trends.