



Social Media Officer

Applications for this role will close on **31.03.2023**.

Role Description

As the Social Media Officer you will manage AFON's social media channels in partnership with the Content Officer and the two Directors. As part of this essential role, you will be the main channel of communication between the AFON committee and our network. You will respond to any messages and comments, with the support of the Directors where needed. You will develop and deliver a social media plan to promote AFON and the services we provide as well as scheduling any campaign and project communications.

Like all voluntary roles at AFON, this position is flexible. We endeavour to support volunteers, and welcome new ideas from members of our committee about how their role can develop and grow. Please do not be put off from applying if you feel like you are lacking in experience or feel intimidated by the responsibilities outlined – you will be fully supported both by the Directors and the wider committee to carry out this role.

We anticipate that this position will require an average of 2 – 4 hours of work each week, which can be managed flexibly alongside other commitments. Please contact us if you would like to discuss the possibility of reduced hours or a role share for this position. Agreed expenses, such as necessary travel and event resources, will be covered by AFON.

Duties & Responsibilities

- Manage the AFON social media accounts including Facebook, Twitter and Instagram.
- Develop and deliver a social media plan to promote AFON and our work.
- Work as a team with the Content Officer to ensure content is engaging, on brand, and appropriate for each channel.
- When required, work with committee members to ensure key messages are communicated.
- Adhere to AFON policies and help ensure that members do the same.
- Be willing to promote and/or represent AFON if and when opportunities arise.

What are we looking for?

Experience of managing social media channels (desirable)

- Experience of managing professional social media accounts (desirable)
- Experience and understanding of targeting a youth audience (desirable)
- Experience of using social media scheduling software e.g Hootsuite (desirable)
- Experience working in a team

Skills and competencies

- Creative and enjoy coming up with new and exciting ideas to engage our audience
- An upbeat and positive nature
- Methodical and thorough approach to work
- High standard of computer literacy
- Ability to work independently and work on own initiative
- Efficient time management
- An interest in wildlife, the environment, and conservation

We encourage applications from those who may not meet all the criteria but are willing to learn and are looking for an opportunity to develop new skills.

If you have any questions, please get in touch on cd@afocusonnature.org