JOB DESCRIPTION FOR THE POST OF SOCIAL NETWORKING COORDINATOR

OVERVIEW

The Social Networking Coordinators are responsible for maintaining and developing the Society's social media presence.

POSITION TYPE

These are non-salaried volunteer positions appointed by the Committee. The Social Networking Coordinators are elected bi-annually by the Committee at the first meeting following the AGM. The postholders do not need to be members of the Committee.

REQUIREMENTS

- Must be willing to attend Committee meetings of the Society
- Must be adept with the use of email, the internet and social media networks
- Must demonstrate tact and diplomacy, with the ability to listen and engage effectively
- Must have strong networking capabilities that can be used for the benefit of the Society
- Must have the ability to foster and promote a collaborative team environment
- Must have a good working knowledge of the various social media channels
- Should be familiar with the major research processes in surname studies
- Should have the ability to commit time to conduct the role well, including travel and attending events out of office hours
- Should have excellent communication skills (both verbal and written)

SPECIFIC TASKS

Perform the following duties in furtherance of the Society's goals, including but not limited to:

- Coordinate presence on social networking sites including the Society's blog, Facebook, Twitter and other similar community sites, posting on external relevant blogs and seeding content into social applications as appropriate
- Develop an effective social media strategy
- Become an advocate of the Society in social media spaces, engaging in dialogues and answering questions where appropriate
- Regularly feedback insights gained from social media monitoring to the Committee, to help them evolve their strategies in a timely fashion
- Monitor developments in social media tools, trends and applications
- Liaise with the Webmaster to ensure the Society's social media tools are kept up to date

TIME COMMITMENT

The Social Networking Coordinator's time commitment is, at a minimum, approximately five to ten hours per week.

Approved at the Committee meeting of The Surname Society: 17 July 2021