

# Task Descriptions



## Title: Social Media Developer

### Job purpose:

- Lead on the development of social media presence of the England Touch Association (ETA) and its members.
- Expand the current online presence through a variety of current social media platforms, as well as create accounts on new trending social media outlets.
- Use social media to promote England Touch within the wider sporting community in order to attract new players as well as potential sponsors.

**Experience:** Active user of a variety of social media platforms (including but not limited to Facebook, Twitter, LinkedIn, Pinterest, Instagram).

**Qualifications:** n/a

**Hours required:** 6-8 hours a week

### Key dates:

Detail	Key Date(s) for 2016			
NTS/CTS	16 <sup>th</sup> April	30 <sup>th</sup> April	23 <sup>rd</sup> May	23 <sup>rd</sup> July
DTS	20th February	30th April	15th May	18th June
UTS	6th February	27th February	19th March	16th April
European Championships	6 <sup>th</sup> – 10 <sup>th</sup> July (Jersey)			
Junior Touch Championships	12 <sup>th</sup> – 14 <sup>th</sup> August (Netherlands)			
Touch Nationals	27 <sup>th</sup> – 29 <sup>th</sup> August (Cambridge)			
Other	Various other dates and other tournaments throughout the year			

**Reports to:** PR and Marketing Manager – See Organisational Chart.

**Locations:** Work from home mostly, presence at a couple of tournaments during the year.

**Contract type:** 1 year term. Re-appointed yearly at the AGM. (Jan 2016)

**Salary:** Voluntary role, expenses paid if applicable.

### Skills and qualities:

Person specification	E	D
Familiarity and confidence with social media platforms	X	
Willingness to spend time at tournaments to connect with people within the touch community (suggest a minimum of 2 days per year at major/NTS tournaments – Round 1 and one other)	X	
An active online presence	X	
Time to promote online activity (or ensure the online activity of) England Touch, primarily weekly during the touch season, but increasing to daily during the lead up to	X	

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Person specification	E	D
CTS, NTS and international tournaments		
Knowledge of, and interest in, Touch		X
General interest in sport and connections with wider sporting community		X
Design/advertising/marketing/photo-editing experience		X

## Scope of job/key elements:

Main duties and job accountabilities	Measures and input required
Proactively connect and work with the Social Media Coordinator in furthering England Touch's online presence.	Increased online presence and activities for England Touch on a variety of social media platforms. Ensure all ETA members with accounts are followed and connected where desired. Reach out to different types of audience via a range of social media outlets.
Develop a standardised format and establish an online presence for England Touch and official team/groups on new social media platforms (e.g. Pinterest, Instagram).	Create a consistent and easily recognisable online presence for all England Touch related activities across the different social media outlets.
Connect activity between new and current social media accounts.	Keep up-to-date with current trends and also any new social media platforms. Ensure all accounts are connected and regularly updated with new and interesting posts/tweets/messages, etc.
Coordinate all team accounts.	Ensure each England team has a Facebook page and a Twitter account. Appoint a proactive administrator to manage the accounts. Invite all team members to follow their team's account. Encourage team members to promote their team and wider ETA activity where possible.
Connect and follow accounts of the wider touch community (clubs, national teams, organisations, etc).	Keep abreast of news and updates from the wider touch community. Ensure ETA remains active and engaged with what other touch clubs, teams, nations, etc are doing.
Broadcast relevant activity to gain positive exposure for England Touch.	Promote the work of ETA to the wider touch community. Ensure that the ETA and all the squads gain the most publicity possible. Enable new people to connect with, follow, sponsor, and promote England Touch.