

Task Descriptions



Title: Social Media Coordinator

Job purpose:

- Lead on the social media activities of the England Touch Association (ETA) on a variety of social media platforms (primarily Twitter, Facebook, Instagram).
- Coordinate and monitor the online presence and activity of various national squad teams, national squad players, and supports staff (coaches, referees, managers, physios, etc.) to ensure that the degrees of activity is less variable and less disparate.

Experience: Active user of social media, especially Facebook, Twitter Instagram.

Qualifications: n/a

Hours required: 6-8 hours a week

Key dates:

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

Reports to: x – 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 CTS, NTS and international tournaments	X	
Knowledge of, and interest in, Touch		X

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Person specification	E	D
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 directly with people within England Touch.	Everyone within the ETA should know or have heard of the social media coordinator, and recognise his/her online presence.
Connect with ETA members on popular social media (primarily Twitter and Facebook).	Active presence on social media, especially with regular tweets Facebook posts. Ensure all ETA members with a twitter account are followed and connected. Ensure everyone within the ETA, who wishes to, is connected.
Maintain the ETA's LinkedIn profile.	Regularly update the information on LinkedIn as required. Connect to other professionals as appropriate.
Become an administrator of teams' official Facebook pages.	Work with members from different England teams to coordinate the writing and updating of their team descriptions and member profiles. Update memberships of each team page when appropriate. Maintain a baseline level of activity throughout each campaign.
Coordinate teams' Twitter accounts.	Ensure each England team has a Twitter account, set up one where none exists. Appoint an active tweeter from that team to manage the account. 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 Facebook and Twitter 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 tweets and posts 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.