

ROLE DESCRIPTION - SOCIAL MEDIA OFFICER

The Social Media Officer should:

- Be confident in creating visual/graphical content for publication
- Be confident in writing content for public publication
- Have enough time available to take on the responsibilities of this role alongside current commitments
- Possess a basic understanding of social media platforms and scheduling software
- Have a passion for promoting the conservation/restoration sector and sharing opportunities for development with fellow professionals
- Be able to work collaboratively

Role:

The Social Media Officer is responsible for managing the social media channels and coordinating content for the Group. They play a key role in promoting the activities of the Group and sharing opportunities for conservators and restorers. Additionally, they will collaborate with the committee members, Icon staff and other Icon Group Social Media Officers to ensure good engagement and cross-promotion.

Responsibilities:

Content Coordination and Management:

- Coordinate and support content for publication from across the committee, working closely with the events coordinators
- Manage the Group's social media channels (for example, Twitter and Facebook)

Committee Engagement and Reporting:

- Attend committee meetings, AGM, and EGMs as required, and report back to the committee and membership on relevant activity.
- Attend Icon Social Media representatives group meetings on a quarterly basis.
- Attend lectures and social events to support the committee and the Group as a whole.

What will I gain from this role?

All Committee roles count towards your continued professional development. You will learn or improve upon existing skills such as:

- Improved networking and links with conservators and heritage organizations
- Development of digital skills
- Improved knowledge about voluntary sector workings and governance procedures
- Enhanced knowledge of other disciplines through links with other Icon Groups

Soft Skills:

- Communication, both online and in-person
- Digital marketing/scheduling/promotion
- Creativity
- Time management and planning
- Teamwork, collaboration, coordination, dependability