

Charnwood: Leicestershire Scout and Guide International Camp

Role Description:	Communications: Social Media Team Member
Role Purpose:	Manage the Social Media output of Charnwood International Scout and Guide Camp
Appointed By:	Communications Team Manager in conjunction with the Media Team Leads
Responsible to:	Communications Media Team Leads
Reporting to:	Communications Media Team Leads
Responsible for:	Charnwood's Social Media
Main Contacts:	Media Team Charnwood Information Centre Team Participation Team Programme Team Health & Welfare Team
External Contacts:	Social Media

Key Tasks:

- Create and publish relevant and interesting content for our social media Channels (Facebook, Twitter, Instagram and YouTube)
- Maintain a good relationship with those who interact with our Social Media Channels
- Moderate all user-generated interactions with our Social Media Channels – highlighting any inappropriate content to Team Leaders/Managers
- Continuously monitor social media insights metrics and produce report post camp.
- Contribute to and implement the policies, aims and objectives of the event
- Encourage Campers involvement with media including own content in media publications/website/social media
- Any other job of a similar or related nature requested by the Camp Directors or CMT

Skills: able to;

- Experience with social networking sites
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Communicator effectively with others both orally and in writing
- Work to deadlines
- Adapt quickly to a wide range of situation
- Have a working knowledge of Scouting/Girlguiding photography & branding guidelines
- Manage their time effectively
- Use modern technology, especially email, to carry out a range of tasks

- Organise themselves

Including responsibility for the following **event** policy(s);

- All policies relating to the job role.

DRAFT