

Role description for ALK officer
Post: Social Media Officer



Social Media Officer

The Association is administered by a small group of unpaid volunteers.

This role's purpose is to create and post content to our social media channels that is relevant to our activities and respond to messages and queries received via social media. Day to day, the postholder is responsible to the Chairman for carrying out their role.

Whilst all our postholders are busy people with other lives to lead, and it is to a considerable degree up to each postholder to put their own personal stamp on these unpaid, volunteer roles, there are some expectations.

Here are the main ones:

SOCIAL MEDIA

- To create social media posts (written, photos, event posting etc) and content that is relevant to the activities of the association, and the wider lighthouse community.
- To monitor social media messaging inboxes, responding to any messages and directing any specific questions to the relevant ALK officer. The Social Media Officer is not expected to answer technical or historical queries about lighthouses themselves but direct queries accordingly.
- To assist in the maintenance and activities relating to the ALK social media calendar (in build), which ensures a consistent and timely level of content.
- To act in accordance with the ALK social media guidelines, including the review and escalation of any content or comments that breach our guidelines.

EXPENSES

Expenses

Reasonable expenses incurred on ALK business may be reimbursed if approved in advance by the Chair or relevant budget holder and supported by appropriate evidence. Apart from postage costs, expense claims should be the exception rather than routine.

Travel

Travel expenses will only be reimbursed in exceptional circumstances where essential for ALK business, approved in advance, and supported by appropriate documentation.

Communications

Email is the primary method of communication for ALK business. Reasonable postage, printing and communication costs may be reimbursed where necessary.

Claims

Claims should be submitted promptly using the approved expenses process and include supporting receipts or evidence of expenditure.

WHAT DO YOU NEED TO CARRY OUT THIS ROLE?

This is for guidance of members considering applying for this post. Useful skills/experience which a volunteer could bring to this role might include all/some of the following:

- Passion for lighthouses and a natural ability to convey that enthusiasm to others!
- Any experience and/or an interest in social media channels including Facebook, YouTube and Instagram
- Interest, confidence and ability to create content for our social media platforms, including creating written posts, photos, videos and event listings as well as re-sharing other community content
- Desire to be proactive in creating content that is relevant and timely
- An eye for good design!
- Good interpersonal skills – ability to work cohesively with other ALK officers
- Good team player – awareness of what other ALK postholders are doing and the ability to adapt to, and integrate with, the work of others
- Attention to detail – ability to spot typographical errors and remedy them
- Regular internet access and use of email (knowledge of Meta Business Suite is a benefit but training can be provided)
- The time commitment is flexible, but ideally a few hours a week to ensure regular content posting and response to any messages
- Support: resources such as image libraries and other ALK officers are available. The social media team are there to support each other- we even have our own WhatsApp group!

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