



Social Media Manager role description

The social media manager holds the responsibility of coordinating LTSIG communications by managing the content of LTSIG social media networks. More specifically, the social media role involves:

- making sure that all LTSIG social media accounts are up-to-date and working together. This means being responsive up to five days per week for taking a lead in posting and sharing across all platforms.
- taking a leading role in being the administrator for both the Facebook Page and Group, checking the inbox and accepting or declining new members of the group.
- working closely with the content team to ensure that content included on the website is shared with the community
- liaising with people in charge of events and making sure promotional and marketing posts are shared on a regular basis
- creating promotional materials e.g. posters, as they see fit and upon request
- exploring other channels our posts can be shared
- ensuring that monthly updates are included in IATEFL ebulletin, compiled and sent to head office as required.
- leading on publicising the benefits of LTSIG membership, LTSIG events, LTSIG web resources and LTSIG Annual Conference activities.
- encouraging recruitment to and participation in LTSIG communication channels.
- communicating closely with the content team and webmaster and assisting the team when requested e.g. by sourcing content
- attending monthly meetings (online) and sharing updates, insights, ideas, issues or problems with the committee
- submitting reports - monthly (before meetings)
- participating in committee discussions & providing feedback when solicited by the coordinator
- keeping abreast of developments in the EdTech field
- taking the initiative when inspired or required to do so

An ideal candidate for the position would have:

- excellent knowledge of and experience across ALL social media platforms of the LTSIG (Facebook, Twitter, Instagram, LinkedIn)
- previous experience with managing social media accounts for educational organisations
- familiarization with the role of social media in building online communities
- excellent command of written English
- excellent IT skills and experience and contacts in the ELT world
- advanced social media etiquette skills
- some experience with writing for blogs, newsletters etc
- excellent organisational skills
- experience with creating promotional materials
- some graphic design experience
- an eye for editorial detail e.g. checking URLs work and are shortened
- excellent team player skills.