

## **MaWSIG Joint Social Media and Online Communications**

### **Coordinator: role description – June 2022**

#### **Main duties and responsibilities**

The main role of the Social Media Coordinators is to work closely with the rest of the MaWSIG committee to promote MaWSIG via its various social media channels and to have the vision to identify new ways of using technology and social media effectively to serve our members. As Joint Social Media Coordinator, you will be involved in a number of tasks, including and not limited to:

- managing and administering the MaWSIG social media channels: Facebook page and closed member group, Instagram, Twitter and LinkedIn
- taking photos at MaWSIG events and uploading these to the social media channels
- helping the Events team create promotional material
- creating engaging, occasional posts about ELT materials writing
- liaising with committee members to ensure that posts are appropriate and have been approved by the MaWSIG Editor prior to publication
- providing technical support for webinars and online events: booking the webinar rooms, liaising with presenters and doing technical run-throughs, managing, hosting and moderating the event while it is in progress, and submitting the recordings to IATEFL for hosting
- providing technical support for face-to-face events when required
- regularly attending MaWSIG online committee meetings
- attending the MaWSIG PCE day at the annual IATEFL conference (limited travel and accommodation costs are paid by IATEFL)
- attending the annual face-to-face MaWSIG committee meeting (usually held during the week of the IATEFL conference).

#### **An ideal candidate for the position would:**

- have experience of using social media for professional purposes
- have experience of managing webinars
- have a good all-round knowledge and understanding of technology
- be passionate about sharing best practice in ELT materials writing
- have experience of ELT teaching and of the ELT materials writing/creation process
- understand the issues facing the ELT industry and how these impact materials writing
- have relevant contacts in the ELT publishing industry
- have drive and imagination
- be quick to communicate with the rest of the committee and join in our regular online meetings.

**IATEFL rules require that only current members of the SIG who have been members for one year or more may stand for election to the committee of that SIG. Individuals whose institution is a member of IATEFL are also eligible to apply for the position.**