



Birmingham and Warwickshire Archaeological Society

Social Media Co-ordinator Role Description

In February 2020 BWAS was awarded a grant by the National Lottery Heritage Fund for our project *BWAS: celebrating its past; finding its new future*. The grant will enable the society to explore its future and create a new vision for the way forward. The Society was first established in 1870 and it is hoped to use the 150th anniversary as a springboard for new partnerships and projects as well as the opportunity to develop a diverse range of activities, events, and community engagement opportunities that not only recruits members but also engages new, more diverse audiences. Recruiting a new social media coordinator to help us move forward as the society becomes more active is now seen as vital to our future success.

The Social Media Co-ordinator will play a key role in the implementation, development, and growth of our social media presence. This could include exploring additional platforms and being creative and innovative with how we deliver our content.

Main duties

- To take a lead on maintaining and administering our current social media accounts, liaising with the Membership and Marketing Secretary, Programming Secretary, and Newsletter and Web Site coordinators
- To research and create interesting content on our Facebook and Twitter accounts.
- To review and respond to social media comments, likes, and shares whilst actively engaging with people who follow the society on these platforms.
- To regularly monitor the platforms for any unsolicited abuse or negative comments.
- To promote events and activities provided by the society and encourage new members to join.
- To produce feedback reports for the trustee board including suggestions and issues.
- To advise on the use of new platforms to enhance our engagement with more diverse communities.

The Social Media Coordinator interacts closely with the web site editor other committee members and officers of the society and must be willing to work as part of a team.

Requirements

- Experience of using Facebook and Twitter.
- Knowledge of other social media channels and tools.
- Good attention to detail.
- Ability to think creatively when sharing content.
- An interest in and knowledge of archaeology.

Time commitment

- Up to 4 hours per week
- Attendance at quarterly trustees meetings