



**Social Media Team Lead**  
**Role Description**  
**August 2022**

**Date last reviewed:** Oct 2021

**Next review due before:** 31 Oct 2022

**Person responsible:** Caroline Bolton, Caroline Harrower

# ABM Voluntary Role Description

ABM role title	Social Media Team Lead/Coordinator
ABM role reference	SMTeam22
Date	August 2022
Responsible person	Eleanor Campbell

## Background of post:

The ABM's social media accounts are the 'public face' of the organisation and need to strike the right balance of public interest, research, fun and advocacy. We have a social media team of 6 (currently), and are recruiting for a new volunteer Social Media Coordinator/Team Lead.

This is a voluntary post of around 2 hours per week.

## Main duties:

1. Responsibility for overseeing our three main platforms; Twitter, Facebook and Instagram.
2. Overseeing the other members of the social media team.
3. Regular strategy for planning and scheduling social media posts using available 'days' calendars, sharing our info and resources and website, ABM events and breastfeeding events both national and international.
4. Overseeing re-Tweeting and sharing of other organisations' posts.
5. Leading Zoom sessions for brainstorming and ideas.
6. To recruit more volunteers to help with social media
7. To ensure all platforms are covered by a volunteer and to divide up the workload fairly, and to escalate any potential problems to the ABM Central Committee.
8. Ensuring all platform content works within ABM branding guidelines.

(continues...)

**Person Specification (those with an \* are considered essential)**

**Experience, Knowledge and Skills**

- Thorough working knowledge of social media platforms, including content generation, sharing and scheduling\*.
- Experience managing/working as part of a team\*.
- Knowledge of Canva and/or other design software for content creation.