



Social Media Team Lead

Role Description

Date last

February 2026

reviewed:

11/02/2026

Next review due before: 31/03/2027

Person responsible: Eleanor Campbell

ABM Voluntary Role Description

ABM role title	Social Media Team Lead/Coordinator
ABM role reference	SMTeam26
Date	February 2026
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.