

## Social Media & Content

This document is designed to give the officers and coordinator an insight into what the position involves. It underlines the summary, duties and responsibilities of the position.

### Social Media & Content Officer

#### Position Summary

The Social Media and Content Officers are responsible for managing digital platforms and creating content. Officers will additionally work towards researching and documenting data, information and practices. Furthermore, Officers will execute tasks and directives at the request of the Coordinator.

#### Role & Responsibilities

- Responsible for managing digital platforms
- Establish, manage and increase online presence and add value to Youth Nexus through creative means
- Responsible for researching, documenting and initiating content for the design team to create
- Ensure that all created content includes extensive details for the design team to work with
- Create exceptional written content for digital platforms such as descriptions and captions
- Manage website and general databases to increase communication with members, volunteers and the wider community
- Frequent engagement through social media, engaging with other organisations and individuals through various communication forms such as liking, commenting and sharing

Generic role & responsibilities such as:

- Execute all tasks and directives of the coordinator
- Engage in consistent communication through various channels
- Collaborate as a team and provide constructive feedback to ensure efficiency and productivity in digital platforms and content creation
- Attend team meetings, engaging and participating in all agenda items

- Regular use of department calendar/s and meeting sheets
- Stay responsive to news and events to initiate and guide trending content
- Explore creative ways to enhance Youth Nexus' engagement through digital platforms
- Contribute to the development of YN's social media strategy and practices
- Identify and assess potential opportunities for Youth Nexus to utilise social media to increase the scope and quality of the organisation through making appropriate recommendations
- To ensure the standards and principles set by Youth Nexus are adhered to in all social media and content related work

## **Social Media & Content Coordinator**

### **Position Summary**

The Social Media and Content Coordinator is responsible for leading, guiding and managing Officers with all tasks. The Coordinator is responsible for the research and documentation of data, information and practices. Furthermore, the Coordinator will support and communicate with the Officers at all times.

### **Role & Responsibilities**

Generic role & responsibilities such as:

- Lead team duties and responsibilities, ensuring they are met and fulfilled
- Delegate and escalate tasks
- Oversee the implementation and progress of all items, tasks and strategies in all areas
- Ensure achievement of all goals and tasks
- Confirm team members are always guided and supported
- Encourage effective teamwork
- Ensure all team members have access to relevant documents and files
- Chair team meetings and regularly update meeting sheets
- Oversee and update calendar/s and meetings sheets
- Liaise and consult with social media and content officers for appropriate actions
- Effectively communicate between the President, the Youth Advisory Committee (YAC) and the social media and content officers
- Attend YAC meetings, engaging and participating in all agenda items
- Explore and formulate new and creative ideas and strategies

- Provide analytics to inform social media and content updates
- Ensure documentation and data is recorded on a regular basis
- Attend individual meetings with the President when necessary

Together with the Social Media and Content Officers:

- Contribute to the development of YN's social media and content strategy and practices
- Identify and assess potential opportunities for Youth Nexus to utilise digital platforms to increase the scope and quality of the organisation through making appropriate recommendations
- Research, analyse, document and report social media and content trends, practices and procedures to improve and guide digital platforms and content
- Develop, propose and implement social media and content guidelines, procedures, templates, tools, practices, standards and reporting