**VOLUNTEER ROLE DESCRIPTION**

**Position Title: Social Media Manager**

Location

Clunes Neighbourhood House. Lee Medlyn Home of Bottles. 70 Bailey Street, Clunes, 3370 OR BOOM Clunes, 28 Fraser Street, Clunes, 3370.

Position Objective

Social Media Manager is a voluntary position rostered to effectively and positively raise awareness of Clunes Neighbourhood House and its activities – in particular online.

**Key Responsibilities:**

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| 1. Digital Communications:
	* Minimum two posts on social media (diverse range of content – suitable for Neighbourhood House, Attitude, Men’s Shed, BOOM)
	* Identify and post on other social media channels (both local and positioning)
	* Minimum one blog on website
2. Communications Drop Box:
	* Any relevant communications i.e. story telling
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Key Performance Indicators:

Conversion to participation

* Followers
* Reach
* Participants in activities

Positioning

* Publication
* Followers
* Reach

Special Requirements of this Position:

Blog material to be approved by Manager prior to distribution. Posts as scheduled. Collaboration required with Website Manager and all event/activity coordinators. No financial delegation. Position reports to the Manager or Coordinator in Manager’s absence.

Key Skills Required:

* Good writing skills
* Knowledge of social media platforms
* Good research skills
* Good organisational skills

Organisational Relationships and Reviews

Reports to: Manager.