**SOCIAL MEDIA OFFICER – ROLE DESCRIPTOR**

This role maintains well organised and up to date documentation on all club details that may be released to the press, or on social media as well as being the point of contact for sponsors, partners, and external media.

**Roles & Responsibilities**

* To promote the club within the local community with help from the committee
* To be the point of contact for dealing with the media and publicity for the club
* To ensure the club has a presence on social media and that information is accurate and up to date
* To use social media to promote the club and engage with other community groups
* To record and keep all media articles, interviews or recordings that refer to the club
* To send any noteworthy club news or updates to Bowls Scotland to share good practice amongst other clubs in Scotland
* To liaise with Club Coach and Membership Secretary / CPO regarding successes and data protection
* To attend and contribute to appropriate club meetings and events
* To provide periodic written reports to the Club Committee

**Knowledge and Skills Required**

* Good organisation and communication skills
* Excellent attention to detail
* Enthusiastic
* Confident and creative
* Team player
* Experience writing articles for newsletters or press
* Experience using social media

**Additional Information and Resources**

* Sign and adhere to the Club’s Code of Conduct
* Bowls Scotland’s Marketing Toolkit