



SOCIAL MEDIA HANDLER

Job Role

Reports to Club Management Committee

As a Social Media Handler you will need to;

Responsibilities

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, adapting content to suit different channels
- Create engaging multimedia content relevant to CSCC across multiple platforms without prompt
- Develop, launch and manage new competitions and campaigns that promote CSCC organisation and brand
- Form key relationships with influencers across the social media platforms as well as external stakeholders related to CSCC such as CSCC sponsors by way of endorsing and promoting their brand on a consistent basis without being prompted
- Undertake audience research
- Manage and facilitate social media communities by responding to social media posts and developing discussions within the local area and wider cricket community
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Recommend improvements to increase performance
- Educate other club members on the use of social media to its optimum potential

Desirable Skills

- Motivation and commitment
- Keen interest in sports
- Good communicator
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Eye for detail and the ability to work accurately

Please note that this is an honorary role and would suit someone who is interested in developing their career in marketing (digital marketing), journalism, media or public relations.