



Volunteer Job Description

Title	Social Media Officer - Webmaster and Facebook Administrator
Responsible to	Company Secretary The Board of Directors and the Members of Archery NI
Time commitment	A few hours a week but expandable
Remuneration	None though reasonable expenses are paid
Base	Home, with attendance at a few meetings and report to Board

Introduction

Archery NI is led by a Board of Management of the Company limited by guarantee.

Working Context

Archery NI is the volunteer led regional body of Archery GB for Northern Ireland and is self-governing. It exists to provide services to its members in Northern Ireland, working closely with Archery GB to fulfil the objectives of Archery GB's strategic plan.

Social Media Officer - Webmaster and Facebook Administrator

Essentials:

- Ability to place notices and news on Archery NI Facebook page and Website.
- Sufficient computer literacy to deal with Facebook and Website inboxes, including recognizing spam-mail and deleting it.
- Integrity to maintain high standards of appropriate content, in order to represent ANI as decent, honest, truthful, equal and fair. Also to ensure no breach of confidentiality within posted content.

Nice to have:

Ability to generate additional content and build the audience. For example:-

- Archery NI competition reports, results with photographs and videos.
- Engage with a small team to increase content and engagement.
- Engage with the wider horizon in Northern Ireland especially Sport NI and other local bodies who advertise applicable opportunities eg: available grants, coaching CPD events, etc.

Website – www.archeryni.org.uk

At the moment this is a very inexpensive and basic Wordpress five page site with a blog type front page. It is adequate and at a minimum we need someone who can post and edit content. Training can be provided for someone who otherwise has the right credentials but lacks web experience.

Someone who has broader website technical expertise who can improve its functionality would be welcome but not essential.

Facebook – facebook.com/ArcheryNI

This is the only official ANI Facebook page. Other pages with Archery NI names (eg. Archery NI Members Forum) are run by members and are not part of this job specification. Official ANI postings are to be put onto the ANI page only.

Requirements

Membership of Archery NI and AGB.
Existing broadband connection and computer.
Competency with email and communications.
Self-motivated and organized.
Interested in driving forward Archery NI activities.

Knowledge Required

- of the Archery NI landscape or willingness to gain.
- basic idea of website and Facebook potential for communication.
- understanding of equity and child protection with regard to online content.
- acceptable online behaviour.
- understanding and acceptance of the Archery NI Social Media Officer's Guidelines and the Archery GB Social Media Policy.