# Job Specification    Website/Social Media Manager

## Purpose of the position

The purpose of the northantsiba.com is primarily an informational website, that is, to help users find the necessary information about the game of bowls in Northamptonshire. However, it also has the wider role of helping to drive the development of bowls across the county.

The key objectives of NIBA's communication plan should include the following:

- Build NIBA's audience.

- Develop a sense of ownership between NIBA and its member clubs.

- Support the achievement of NIBA's goals and objectives.

- Relay important "operational" information to relevant people across the county.

## Responsibilities

- Maintain the NIBA Website (www.northantsiba.com) and to ensure that the website is structured in a manner that enables ease of access to all sections and topics.

- To ensure that the website is updated on a regular and timely basis.

- To ensure that the county website public domain registration remains current and that the appropriate periodic fee for this is paid on time.
- To ensure that the direct debit to HugoFox for its Website Toolkit remains in situ.
- Review and update NIBA's social media policy (code of conduct) and ensure it adequately covers website and social media platforms.  Ensure the revised social media policy is provided to the Executive.

- Create NIBA's communication strategy (In season/Out of season)

- Determine which social media platforms and strategies best suit the achievement of NIBA's communication strategy.

- Actively update the club's different social media platforms throughout the week during the season.

- Actively engage followers to transform visitors into advocates for bowls.

**Essential Skills and requirements**

- An understanding, of how websites are managed and administered.
- The ability to plan what NIBA needs to communicate and when.
- Strong understanding of NIBA's social media strategy and willingness to follow it.
- Ability to engage people through online communication.
- Understanding of how to create memes, photos/reels/video for use on social media.
- Ability to train individuals to create effective social content.