

SOCIAL MEDIA CO-COORDINATOR ROLE DESCRIPTION

QPWN Role Description

Title – Social Media co-lead - QPWN

Reports to – QPWN Chair

Purpose

The Social Media volunteer role for Qatar Professional Women's Network (QPWN), will form part of the Committee, and will uphold an appropriate level of commitment to the position. She will share the role with at least one other Social Media co-lead. She is jointly responsible for the development of a social media strategy plan as well as the creation of content (text and images) and management of all social media sites of QPWN.

The Social Media leads form the direct link between QPWN and the public and must maintain QPWN's public image and remain sensitive to the culture of Qatar. The Social Media leads are expected to stay up to date on the latest social media trends and digital technologies to ensure high levels of web traffic and public engagement.

Responsibilities

The Social Media co-leads primary role is to plan, create and post relevant content on Facebook, Instagram, Twitter, LinkedIn and the QPWN website. They must coordinate with the Events and Mentoring teams to ensure events advertised in timely fashion. The role will also analyse post performance using analytical software and report to the Chair / committee. The Social Media co-leads will also attend QPWN events where possible and attend and contribute to Committee meetings.

Strategic Planning

- Design and implement an effective, monthly Posting Schedule
- Develop social media strategy plan to align with QPWN's mission
- Collaborate with Committee to develop and continuously review overall strategy plan

Writing / Creating

- Write effective copy in different styles suitable for each social platform
- Generate and publish engaging content / images according to Posting Schedule
- Use in-content Search Engine Optimization (SEO) tactics

Research

- Stay up to date on current trends and audience preferences
- Find out what similar groups are doing
- Research new measurement/analytical tools when necessary
- Keep abreast of Qatari social media laws

Communication

- Convey sensitive issues appropriately according to Qatari law
- Communicate effectively with other Social Media Lead and Committee

Requirements

- Excellent written communication skills and basic graphic design skills
- Must have Facebook, LinkedIn accounts. Knowledgeable with twitter / instagram (including stories)
- Skilled at basic web maintenance (Wordpress) and using Google Drive, Docs, Sheets, Forms etc...
- Bachelor's degree in marketing, public relations, or similar preferred
- Previous work experience in social media and content management, or similar preferred
- Track record of excellent copywriting skills preferred
- Knowledge of SEO and Google Analytics ·