**Position Description**

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| **Role** | **Social Media & Publicity** |
| Organisation | Hunter Organic Growers Society |
| Position Type | Volunteer |
| Grouping | Non Committee: Media Team |
| Expected Hours | 1 -2 hours per week, plus a 1 hour monthly committee meeting (optional) |
| **Organisation Description** | The Hunter Organic Growers Society is a not for profit community organisation run by volunteers in the Hunter Valley region.  ​  We have been consistently promoting, providing education and building community around sustainable growing since 1979 - that's over 40 years!  ​  Making connections is central to a strong community. We bring passionate growers and newbie green thumbs together, to share ideas about how we can create positive change and learn from each other. |
| Job Overview | You will be responsible for managing all aspects of the organisations social media and publicity strategy. This includes;   * Managing all aspects of the organisations Facebook page and Instagram account. * Create an event listing for the organisations events on the Facebook page, at least 2 to 3 weeks in advance of events. * Create social media posts that engage with our audience and membership, relevant to the aims of the organisation. * Provide governance of the social media accounts. Remove inappropriate comments, maintain an up to date rules section on the Facebook group account, and block offending users. * Ensure the organisations social media platforms function as a high-quality communication tool to connect with our community and membership. * Liaise with the Events Coordinator and Website Manager regarding content. * Publicise the organisation where relevant by actively seeking other relevant platforms. For example print media, online event listings with local media and what’s on guides, and other opportunities for promotion as is applicable. |
| Reporting | Reports to the Executive Committee |
| Skills & Training | * You will be a confident computer user and have willingness and ability to learn new programs effectively. * Previous experience with social media desired. * Ability to commit to a monthly deadline for event listings. * Full training and mentoring will be available from the outgoing team, plus a range of support material supplied. * A smile on your face, a team player, and willingness to learn and develop your skills! |
| Benefits | * Free household membership to the Hunter Organic Growers Society * Excellent free training opportunity to learn new skills that are transferrable to employment or studies. * Joining the tribe and making new friends * That great feeling knowing you have contributed to helping more people learn and engage with organic growing and a sustainable lifestyle. |
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