

# **Stroud Pride Committee**

## **“Social Media Officer”**

### **Job description & Key responsibilities**

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The logo for Stroud Pride, featuring the words "STROUD" and "PRIDE" in a bold, white, sans-serif font. The letter "I" in "PRIDE" is replaced by a white silhouette of a person with their arms raised in a V-shape. The logo is set against a teal background.

**STROUD  
PRIDE**

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## **Job Title:**

Social Media Officer

## **Role Type:**

Full committee member

## **About Stroud Pride Committee:**

Stroud Pride Committee is a group of friendly, creative, and enthusiastic volunteers from the local LGBTQ+ community. Our mission is to celebrate Stroud's acceptance of its LGBTQ+ community through events like the Stroud Pride Picnic and to work towards a more inclusive and supportive society.

## **Job Description:**

The Social Media Officer will manage and enhance the online presence of Stroud Pride. This role involves creating engaging content, managing social media accounts, and promoting Stroud Pride events and activities to reach a wider audience and foster community engagement.

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## Key Responsibilities:

- Develop and implement a social media strategy to promote Stroud Pride events and activities.
- Create and curate engaging content for various social media platforms (e.g., Facebook, Twitter, Instagram).
- Manage and maintain Stroud Pride’s social media accounts, ensuring regular and timely posts.
- Monitor and respond to social media interactions, comments, and messages.
- Analyse social media metrics to assess the effectiveness of campaigns and adjust strategies as needed.
- Collaborate with other committee members to ensure consistent messaging and branding.
- Promote inclusivity and awareness through social media campaigns and online community engagement.

## Limits and scope of the role:

- The Social Media Officer must act in accordance with the Stroud Pride constitution and committee guidelines.
- The role is focused on social media management and does not extend to other committee functions unless specified.
- Ensure all social media activities are strictly related to Stroud Pride events and operations.

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## Qualifications:

- Strong understanding of social media platforms and trends.
- Excellent written and verbal communication skills.
- Creative thinking and ability to develop engaging content.
- Experience in managing social media accounts and campaigns.
- Ability to analyse social media metrics and adjust strategies accordingly.
- Understanding of the mission and values of Stroud Pride Committee.
- Ability to work collaboratively within a team and independently.