

## **ROLE DESCRIPTION: Social Media Coordinator and Working Group**

### **Coordinator**

- Day-to-day management of ESG's presence and publicity in Social Media channels
- Ensure strong ESG brand engagement with target audience and stakeholders (defined in the Communication Strategy) and publicity of ESG events and activities
- Set and track KPIs for the above
- Develop and implement Social Media Strategy and Social Media Guidelines
- Post content on social media and provide access to committee members to post their own content where applicable
- Coordinate site-specific leads where applicable (currently Twitter) and assume or delegate responsibility where applicable on other assets: LinkedIn Group, Facebook, Instagram, Tumblr etc.
- Liaise closely with BELT and Publicity Coordinator, and also as required with Membership Lead and Events Lead to ensure linkage of respective objectives
- Provide Communication Lead with quarterly status reports on above for BELT meetings

### **Moderation**

- Moderate internal and external posts on all ESG social media forums and ensure relevance, legal compliance and compliance with BSC brand guidelines with support from the respective BSC specialists
- Ensure cross-fertilisation of ESG posts, blog and other content across social channels, working closely with Publicity Coordinator