



## Project 500 Social Media Officer

**Part-time for 3 months\*, flexible hours, remote working**

**Closing date: Midnight on Wednesday 11<sup>th</sup> January 2017**

**Interviews in London week commencing: 23<sup>rd</sup> January 2017**

**Applications should include a CV and a creative snapshot that will catch our attention and demonstrate your suitability for the role. The document and any links should be emailed to Louisa Arnold [l.arnold@kent.ac.uk](mailto:l.arnold@kent.ac.uk)**

We are looking for an enthusiastic and skilled communicator, passionate about developing females in sports coaching to manage the online presence of Project 500: More Women, Better Coaching and the connection to national women's coaching campaigns including Reach.

You should have knowledge and understanding of a variety of social media channels and scheduling tools including twitter and facebook. The ideal candidate will have the flexibility and ability to engage with female coaches both during the day, in the evening and at weekends where appropriate.

The role is initially 8-10 hours a week for 3 months with a possible 6 month extension until September 2017, payment is on a self-employed basis and between £15-£20 per hour depending on skills and experience.

The successful candidate will be required to:

- Manage the twitter (@femalecoaches) and facebook accounts (project500uk)
- Research and promote appropriate and timely international and national news
- Liaise with the seven County Sports Partnerships (CSPs) in the South East to promote local news and opportunities
- Work with the South East CSPs to deliver quarterly Q&A sessions with existing female role models.

### Analysis

- On a monthly basis produce basic analysis of followers/likes, reach and engagement
- Review the demographics and profile of the current twitter and facebook audience to include locations and types of followers (groups, individuals, organisations)

### #Womenswednesday

- In partnership with the Female Coaching Network lead the Project 500 engagement with the online discussion topics
- Collaborate with Reach to broaden the audience engaging with #womenswednesday

### Profile Raising

- Promote the existing Project 500 recruitment video and accompanying case study videos
- Develop the connection and collaboration between the regional Project 500 initiative and the sports coach UK Reach campaign.

For more information about the role or to arrange an informal discussion please contact Louisa Arnold on [l.arnold@kent.ac.uk](mailto:l.arnold@kent.ac.uk)

\*subject to funding the post will be extended for a further 6 months to September 2017.