



The Seabird Group Executive Committee Ordinary Member - Social Media Manager

Position Description

This is a 4 year role on the Executive Committee. As a member of the Executive Committee of The Seabird Group (a registered charity), the Ordinary Member (Social Media Manager) is formally a Trustee of the Seabird Group. This means that you share legal responsibility for governing The Seabird Group and directing how it is managed. You are legally obliged to act in The Seabird Group's best interests, responsibly manage the Seabird Group's resources and act with reasonable care and skill. The roles of a Trustee are as follows:

1. Ensure The Seabird Group is carrying out its purpose for public benefit (set out in the constitution)
2. Comply with The Seabird Group's governing document (the constitution) and with UK Charity Commission law
3. Act in The Seabird Group's best interest (avoid conflicts of interest)
4. Manage Seabird Group resources responsibly
5. Act with reasonable care and skill
6. Ensure The Seabird Group is accountable (comply with statutory accounting and reporting)

Acting with reasonable care and skill means making use of your skills/experience and seeking advice where appropriate and ensuring you give enough time and energy to your role. This includes endeavouring to attending all meetings and the AGM.

More on what it means to be a trustee of a charity:

<https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3/the-essential-trustee-what-you-need-to-know-what-you-need-to-do>

In addition to your duties as a Trustee, The Seabird Group Ordinary Member (Social Media Manager) has several specific duties associated with the role:

Manage The Seabird Group social media pages with assistance from the Social Media Support.

This includes:

- Facebook, Bluesky, Instagram and TikTok
- Maintain regular upkeep of the accounts by retweeting/ sharing content and by following and interacting with relevant individuals and organisations, and using hashtags for special features (e.g. #SeabirdShowoff, fieldwork photos, species focuses, seabird artists, etc, etc.)
- Create regular new and engaging content for TikTok and Instagram, including short videos designed to inspire and educate about seabird research/ knowledge
- Share all Seabird Group news as content (e.g., our grant calls, newsletters, journal articles, ECR events, etc.)
- Track our interaction analytics



- Respond to messages from followers across all platforms, and monitor and respond to the social media email account

Respond to key issues and events

Monitoring social media for key events and issues which are relevant to The Seabird Group and report these at The Seabird Group ExComm meetings (e.g. BLM, Pride, WSTC).

Attend Seabird Group committee meetings

The committee meets around once a month for ~1h, online.

Take part in working groups

The committee sometimes forms working groups to focus on a particular issue (e.g., Equality and Diversity, Conference Planning, journal). The Ordinary Member is encouraged to join these as appropriate.

Participate in agreeing the allocation of Seabird Group Grants (twice/year)

There are two research grant rounds, closing dates on 28/29th February and 31st October. All voting members of the executive committee review and rank the applications, ideally within 3 weeks.

Training and handover

The current social media manager will provide a training session to go over all the current processes and a handover period where the responsibility will be shared for the period of a few weeks. If you have any question about the role don't hesitate to email the Seabird Group secretary (secretary@seabirdgroup.org.uk) who will pass on your questions to our current Ordinary Member.