

Branch Social Media Officer – Role Description

Everyone in the committee plays a part in the smooth running of a successful branch. Members of the committee should support the named officers in the planning and running of events. On the day of the events it will be the role of the whole committee to meet and greet members and ensure that everything is in place for the event. The Social Media Officer will promote the branch activities through social media channels as agreed with the CQI and in line with current policies.

Purpose of role:

- Attend meetings of the branch committee plus AGM and if cannot attend give notice to the branch Chair or Secretary.
- Promote the branch activities through appropriate social media platforms.
- Adhere to all guidelines and policies put in place by the CQI when using social media on behalf of the CQI.
- Have an active role in supporting the Office holders in the delivery of the branch activities.
- Contribute to the planning of the branch's programme of events.
- Act as an ambassador for the branch and the CQI at events and meetings.
- Meeting and greeting event attendees at events.
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Key Skills and Experience Desired

- Excellent interpersonal skills with the ability to build strong professional relationships
- Excellent written communication skills
- Experience and a good understanding of how social media can be used as a tool for engagement
- Be able to work as part of a team
- Be an advocate for the CQI
- Must be a member of CQI/IRCA

Time Commitment

- Ability to attend 4 branch events per year
- A couple of hours each week to make any social media updates as and when required
- Attending, in person or online, at branch committee meetings to plan these events. The frequency of the meetings can be decided by the committee.

Training and Support

- GDPR Awareness Training is offered to all of CQI's volunteers
- You will be supported by your fellow committee members
- The CQI's Professional Networks team offer support to all volunteers
- The CQI marketing team can offer guidance for this role

The benefits of volunteering at the CQI:

- Meet like-minded people
- Gain valuable CPD opportunities
- Can help your career development
- Engage with local organisations

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