

# Social Media Officer

## Role Description

## Role Purpose

The Social Media Officer leads Dorset NEU's online communications, ensuring the district's social media presence is clear, engaging and aligned with NEU values. The role promotes Dorset NEU campaigns, activities and updates across digital platforms, helping to strengthen visibility, member engagement and public understanding of the union's work.

## Key Responsibilities

### 1. Social Media Strategy & Management

- Develop and maintain Dorset NEU's social media presence across agreed platforms (e.g., Facebook, X/Twitter, Instagram, TikTok).
- Ensure all posts reflect NEU values and Dorset NEU's priorities, campaigns and events.
- Coordinate with the District Secretary on any statements that require oversight or sensitivity.

### 2. Content Creation & Scheduling

- Create engaging content including graphics, posts, videos and updates to support Dorset NEU campaigns and organising work.
- Promote Dorset NEU events, meetings, successes and key announcements.
- Ensure content is accessible, inclusive and suitable for a wide audience.

### 3. Supporting Campaigns & Public Messaging

- Work closely with the Campaigns Officer and Press & Media Officer to ensure consistent messaging across platforms.
- Amplify national NEU campaigns in a Dorset context.
- Help drive engagement for ballots, surveys, events and calls to action.

### 4. Member Engagement & Visibility

- Use social media to raise awareness of Dorset NEU activity and celebrate the work of members and workplace reps.
- Respond appropriately to messages, comments or queries, signposting to officers when required.
- Encourage members to share content and promote union visibility in their workplaces.

### 5. Monitoring & Reporting

- Track social media engagement to understand what content performs well.
- Identify opportunities for Dorset NEU to comment on local or national education issues.
- Provide updates at Dorset NEU meetings on online activity, reach and engagement.

## 6. Collaboration

- Work closely with the District Secretary, Campaigns Officer, Organising Officer, Equality Officer and other Dorset NEU officers.
- Liaise with the NEU Regional and National Communications teams as needed.
- Ensure Dorset NEU's digital communication aligns with NEU national guidance on social media use.

## Skills & Attributes

- Strong communication and digital content skills.
- Understanding of social media platforms and digital engagement.
- Ability to create clear, engaging and inclusive content.
- Good judgement when posting public-facing material.
- Organised, creative and able to respond quickly when needed.
- Commitment to NEU values of fairness, inclusion and solidarity.

## Time Commitment

- Attendance at Dorset NEU meetings.
- Regular upkeep of Dorset NEU's social media platforms.
- Availability to post or respond in a timely manner when required.
- Occasional engagement with NEU communications training or briefings.