### **Engagement Officer**

Upon request from Council, to be responsible for communications from and within the Society (posting these on social media, the blog or ARLIS-link)

To serve as an ex officio member of Council.

Main responsibilities:

1. Lead on the strategic direction of the Society’s social media presence
2. To hold access and administrative rights to the Society’s social media platforms
3. To be primary responder in the event of any issues with the Society’s social media platforms - related to access rights, maintenance or otherwise
4. To receive all enquiries made via social media and ensure they are dealt with or forwarded on to the appropriate contacts.
5. To post all official Society announcements on our ARLIS social media platforms
6. To publicise all ARLIS events on our ARLIS social media platforms, especially the annual conference, in consultation with appropriate colleagues such as Council, the Chair of the Professional Development Committee, and Conference Working Party Chair.
7. Where possible, to archive social media activity connected to significant events (i.e. the annual conference), using Wakelet or similar
8. To post on the Society’s social media channels regularly, - either live or scheduled ahead of time.
9. To actively engage with the Society’s partners and followers via social media (e.g. re-sharing content, responding to or forwarding comments on social media platforms)
10. To approve requests to join the closed LinkedIn ARLIS group and monitor activity.
11. To stay up to date with the appropriate social media platforms and make recommendations to Council for any changes.
12. To attend meetings of Council and Committee meetings as required.
13. To liaise with the Council in advance of any planned absence, to ensure the duties of the role are covered.