



Social Media Officer – List of Responsibilities

Purpose

To grow visibility of Norfolk Tennis initiatives, programmes and achievements of players, coaches, clubs and venues.

Key Responsibilities

Operate Norfolk Tennis social media accounts – Facebook, Instagram, Twitter/X.
Monitor/post on a regular basis.

Create new graphic templates for various campaign posts (i.e. county cup events, junior team selection, county championships and tournaments)

Develop email communication channels to connect with the Norfolk tennis community.

Liaise with county captains and players, clubs and venues to ensure a steady stream of photo content, thereby growing the number of posts about Norfolk player or club/venue achievement. Work with Stuart Silvester, the Marketing and Communications Officer.

Monitor County Communications Hub to ensure all LTA initiatives are promoted locally.

Promote individual player and tournament success; and promote Club/venue activities and camps.

Attend 2-3 days at the annual County Championships.

Keep abreast of posts from other LTA counties, and latest social media strategies and platform algorithms.

Provide a monthly report (channel growth, trends) for management committee meetings.