

ST KILDA PLAYGROUP

Social Media Content Creator (Voluntary) – Responsibilities

This is a fun role that would suit someone with a good knowledge of social media, specifically Facebook. It will require just a few minutes every few days to post about upcoming events and information. We need someone who is creative, can work from their own initiative and with a good understanding of what people respond to online.

| TASK | FREQUENCY |
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| Make frequent posts on our facebook page and facebook group, using our Facebook account. Posts include promoting upcoming playgroups, events, and fun days. as well as posting important information and instructions to members. You will use our images and posters, as well as designing your own fun images, with an eye for good design. | A few minutes, once or twice a week. |
| Respond to messages from members via Facebook Messenger, answering their concerns and queries. | Messages occur approx once a month: 10mins a month |
| Create an SKPG Instagram account or any other relevant social media, working to promote the playgroup and attract members. | Optional: 2 hrs per month |
| Attend committee meetings, support and vote on committee decisions, and propose solutions to redress concerns | As required via Whatsapp chat or meetings: Meetings usually happen quarterly or more frequently, depending on events etc. |
| Assist with the planning and organisation of the Christmas Party | Optional - Annually, held early December |
| Put forward and implement any creative ideas regarding new playgroups, sessions, fun days. | Optional: As required |

Overall time commitment: approx. 3 hours per month

Christmas party planning: approx.5 days – this includes planning, pre party tasks such as buying food and preparing food, managing setup on the day of the Christmas party, cleaning up afterwards and welcoming SKPG members on the day of Christmas party etc. Work will be shared between all willing committee members.