



Social Media Coordinator

HEN Description of Responsibilities Consecutive terms limited to 5 years

revised October 2020

General Responsibilities for all NCB members

Each NCB member

- shall function within the remit of the HEN Constitution.
- shall treat each other with respect and adhere to the Code of Conduct for NCB Officers as set out per NCB policy.
- has a responsibility, in addition to the specific duties for each role, to participate in matters related to the daily operation of HEN, including discussions and decision making for policies and issues that arise.
- should endeavour to attend a minimum of two NCB meetings in the year in which they serve, from one AGM to the next.
- needs to be able to carry out additional business of the NCB outside of the NCB meetings via electronic means, including by email, Facebook groups and phone.
- Will be aware that any email address they use will come under the remit of the Data Protection legislation. It is therefore advisable that they use a generic HEN email address and not their personal email address for electronic correspondence.

Specific Responsibilities for the Social Media Coordinator:

- Work with other NCB members in reflecting the ethos of HEN on all social media platforms.
- Create engaging text, image and video content.
- Design posts to support members needs
- Create and maintain a strong online presence that supports HEN's members through approved social media accounts.
- Engage on behalf of HEN in online conversations with members and respond to queries.
- Work in tandem with the PRO in distributing information about HEN for the purposes of educating the public in general of home education as a legal option for families.