**LANCASHIRE COUNTY NETBALL ASSOCIATION (LCNA) PUBLICITY, WEBSITE AND SOCIAL MEDIA COMMUNICATION LEAD**

The Publicity, Website and Social Media Communication Lead shall:-

• Be a Member of England Netball and Lancashire County Netball.

• Be responsible for publicising the County, its events and members through the County website and Social Media.

Key roles:

 • Create and post engaging content and news and respond to followers.

• Analyse data to learn how users interact with the website and other social media channels.

• Support member clubs and wider netball community by liaising/posting/sharing and responding to their news and activities.

• Ensure website is up to date with County information.

• Liaise with the LCNA in promoting the County.

• Be responsible for any website queries and forwarding to the appropriate person to deal with.

• Produce a written report for the LCNA Meetings. If unable to attend, send a written report to the Secretary.

**Qualities required**

• Excellent written communication skills

• Attention to detail

• Knowledge of social media e.g. FB, Twitter, Instagram

• Ability to be flexible and work with volunteers from diverse backgrounds to build and maintain effective networks

• Take an interest in and respect the viewpoints of other