



Job advertisement

Job Title: British Association of American Studies Social Media Officer

Role:

This is a rewarding opportunity to work with the British Association of American Studies (BAAS) to enhance BAAS's social media presence. Through a more strategic approach to public communications, BAAS seeks to improve the effectiveness of BAAS's efforts to boost the profile of American Studies among young people and the wider public. Working closely with the Digital Communications Manager, you will be responsible for building online engagement with the American Studies community, students, young people, schools, and teachers, and the wider UK public.

The Social Media Officer will be responsible for running the BAAS Twitter account and coordinating the BAAS newsletter. The role will involve ensuring that the BAAS Twitter account is regularly updated; writing new tweets relevant to the organization's work; developing appropriate threads and hashtags to build engagements around campaigns; and working with the BAAS Digital Communications Manager and Executive Committee to ensure close integration of communications across the organization. The postholder will collate the BAAS newsletter, approve posts to the BAAS website and send out special mailings. You will advise the BAAS Executive Committee on BAAS's use of social media and other areas for development e.g. opportunities to explore new social media platforms.

The post involves close collaboration with the BAAS Executive Committee and the broader American Studies community (especially American Studies programmes across the UK). The postholder will play an important role in the public dissemination of information about American Studies. Consequently, the postholder should have a passionate commitment to American Studies as a scholarly discipline, along with excellent interpersonal, written communication and digital skills. The recruitment process for this role will be informed by BAAS's commitment to diversity and inclusion.

Duties and Responsibilities:

- Ensure the BAAS Twitter account is regularly updated (this will involve writing new Tweets, and developing appropriate threads and hashtags to build online engagement)
- Work with the BAAS Digital Communications Manager and BAAS Executive Committee to ensure close integration of communications across the organisation
- Contribute to the organisation and running of BAAS Twitter campaigns (e.g. around UCAS deadlines and clearing for undergraduate recruitment; the BAAS Awards, and BAAS events and conferences)
- Collate the BAAS newsletter, approve posts to the BAAS website and send out special mailings
- Advise the BAAS Executive Committee on new social media opportunities and platforms

Criteria:

Essential Skills:

- A passion for American Studies as a discipline.
- Excellent IT skills including a working knowledge of professional Twitter.
- Excellent written communication skills.
- Excellent interpersonal skills.

Desirable Skills.

- Understanding of, and ongoing engagement with, the American Studies scholarly community and the work of BAAS
- Working towards, or having achieved, a degree in American Studies or a closely related discipline
- Working knowledge of other social media platforms

Employment Details:

£2,808 per year (equivalent to £18 p/hr for 3 hours per week) from contract start. This will be a remote role with a flexible working pattern. The post will be for one year in the first instance, with the possibility of extension.

To apply for this post:

Please attach a CV and a Cover Letter (no more than two pages long) explaining your suitability for this role. Please email these documents to Rachel Farebrother (rachel.farebrother@baas.ac.uk)

The closing dates for applications is on **Friday 28 April** (by midnight). Interviews with shortlisted candidates will take place in the w/c **Monday 15 May**.