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*EFAA Digital Media Officer Hand Over Documentation (co-opted)*

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The Constitution:

*The Digital Media Officer shall:*

- (1) Maintain and update the website in accordance with the wishes of the committee
- (2) Maintain and update Social Media channels associated with the EFAA, by uploading photos / posts in accordance with the committee.
- (3) Create / share promotional material regarding the EFAA in accordance with the wishes of the committee.
- (4) Report to and advise the committee on matters concerning the website and social media

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Website

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*Website content:*

- Coordinate information to upload onto the website – use a variety of authors
- Promote the activities of the association

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Social Media

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*Maintain social media:*

- Plan and implement social media campaigns that drive customer growth and or engagement for the EFAA.
- Project manage the creation of digital content (including photography and video) for publication through various digital channels including liaison with external digital agencies.
- Manage a weekly scheduling of EFAA's social media content.

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Promotion

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*Maintain social media:*

- Ensure appropriate marketing and promotional opportunities for EFAA events and activities. Undertake event coordination and support of national-wide events.
- Undertake other duties, as required.