Western Australian Photographic Federation (WAPF)

Social Media Manager – Job Description

Position Type: Volunteer
Reports to: WAPF Executive Committee
Works closely with: President, Secretary, Webmaster, Newsletter Editor, Competition Coordinator, Affiliated Club Representatives

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1. Purpose of the Role

The Social Media Manager is responsible for strengthening WAPF's online presence by managing and curating content across its social media platforms. The role exists to **promote membership of camera clubs**, **promote photographic activities**, **celebrate member achievements**, **promote the sponsors of WAPF** and **foster community engagement** across Western Australia's photographic clubs. It ensures that WAPF's social channels remain active, informative, and welcoming.

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2. Key Responsibilities

Content Creation & Publishing

- Create and publish engaging posts for:
    - **WAPF Facebook Page**
    - **WAPF Club Discussion Group**
    - Any additional social media channels adopted by WAPF
- Share updates on events, competitions, exhibitions, workshops, and opportunities provided by WAPF, member camera clubs and our sponsors.
- Produce visually appealing posts using supplied images, graphics, or simple design tools.
- Ensure content is accurate, timely, and aligned with WAPF's purpose and values.

Community Engagement

- Monitor comments and discussions in the WAPF Facebook Group to maintain a positive, respectful environment.
- Respond to enquiries or direct them to the appropriate committee member.
- Encourage participation by highlighting club activities, member successes, and community stories.

Coordination & Content Gathering

- Liaise with affiliated clubs, event organisers, and the WAPF Executive to source content.
- Maintain a simple content calendar to ensure regular posting and balanced coverage across clubs and regions.

- Collaborate with the Newsletter Editor to align messaging and share key stories across platforms.
- Work with the Webmaster to ensure consistency between website and social media content.

Brand & Reputation Management

- Uphold WAPF's values, tone, and purpose in all posts.
- Ensure consistency in messaging across social media, website, and newsletters.
- Respect privacy, copyright, and permissions when sharing images or personal information.
- Escalate any issues, conflicts, or inappropriate behaviour to the Executive Committee.

Monitoring & Reporting

- Track engagement trends and identify opportunities to improve reach and interaction.
- Provide brief updates to the Executive Committee on activity, issues, or community feedback.
- Recommend improvements or new approaches to enhance WAPF's online presence.

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3. Skills & Attributes

Essential

- Strong written communication and an engaging, friendly tone.
- Familiarity with Facebook posting, group moderation, and basic page administration.
- Ability to curate and present content clearly and attractively.
- Good judgement in moderating discussions and representing WAPF professionally.
- Organised, reliable, and able to manage a steady flow of content.

Desirable

- Basic graphic design skills (e.g., Canva or similar).
- Understanding of the WA photographic community and club structures.
- Experience with social media analytics or insights tools.
- Interest in photography or visual storytelling.

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4. Time Commitment

- Approximately **1–2 hours per week**, depending on activity levels.
- Additional time during major events, competitions, or PhotoWest.

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5. Term of Appointment

- Typically aligned with the WAPF committee year, with the option to continue.
- A handover and access permissions will be provided to the incoming Social Media Manager.

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6. Impact of the Role

The Social Media Manager plays a key role in shaping WAPF's public presence and strengthening the sense of community across WA's photographic clubs. Effective social media engagement helps promote events, celebrate achievements, and connect photographers statewide.