



**NWMRA**



**CAMGC**

### NWMRA Social Media Officer – Role Profile

#### Overview

The NWMRA Social Media Officer has responsibility for all matters relating to social media impacting the North Wales Mountain Rescue Association (NWMRA), and will lead on developing, posting, and evaluating content. The role is an essential component in the ability of NWMRA to achieve its communications objectives.

The role is voluntary and does not attract any monetary payment.

Appointment is via a selection process which will assess the qualifications and experience of applicants against the role profile, and in the case of multiple applicants, the best candidate for the job.

Confirmation in role is by approval of the NWMRA executive committee annually.

The role operates in parallel to, and complements the work of, the NWMRA Media Officer.

#### Functions of the role

##### Principle Functions of the role

1. To provide visibility to communities of the work of NWMRA and its teams with the purpose of informing and influencing the public narrative regarding the work of mountain rescue; promoting transparency; providing safety messaging to reduce the risk of harm and to reduce avoidable demand; creating understanding and support for the work of MRT; and creating an environment which fosters and supports fundraising.
2. To source, create, and post engaging and effective content across a range of social media channels developing a consistent narrative which yields outcomes.
3. To curate social media channels which support NWMRA's communications objectives.
4. To deliver the principal functions of the role within the parameters of the MREW Social Media Guidelines, contributing to the development of those guidelines where appropriate.

##### Desirable Functions of the role

1. To produce a bi-annual report to the executive committee providing analytics which evidence NWMRA social media activity and informs forward facing communications.
2. To coordinate social media activity which impacts two or more teams within NWMRA, providing support to team Social Media Officers where appropriate.
3. To liaise with key partners and agencies, including blue light services, MREW, and National Parks to provide visibility, enhance coordination, achieve amplification, and ensure consistency on key shared issues.
4. To advise the NWMRA chair or any member of the executive committee on matters relating to social media.



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### NWMRA Social Media Officer – Role Profile (Continued)

#### Skills and Experience

##### Essential Skills and experience

- Experience in delivering social media-based communications for a charitable / voluntary or professional organisation.
- The ability to use and employ a range of technology and software to create, post, and monitor social media content (written, visual, and multi-media) and its impact.
- Knowledge of digital and social media platforms including how to navigate and deploy key channels to inform and engage with target audiences.
- Knowledge of the work and structures of mountain rescue, or the willingness to acquire such knowledge.
- An understanding of data protection when discussing incidents and casualties.

##### Desirable Skills and experience

- Relevant qualifications.
- The ability to speak and create content in the Welsh language.
- An interest in the outdoor environment and related issues.
- Experience of working both strategically and tactically, and in developing both strategies and plans.
- Knowledge of the application of legislation as it applies to social media posts, including the requirements of accessibility.
- Experience of multi-agency working, both proactively in campaigns, and in a coordinating role during a critical or high-profile incident or issue.

#### Additional Role Requirements

The Social Media Officer role will:

- Be subject to the successful completion of DBS vetting, which will be administered by NWMRA.
- Be expected to adhere to all NWMRA policies and abide by the Code of Conduct.

#### How to Apply

Interested? You can have an informal, no obligation chat by contacting [press.officer@nwmra.org](mailto:press.officer@nwmra.org)

If you wish to apply, please email [press.officer@nwmra.org](mailto:press.officer@nwmra.org) with your CV and a short covering letter outlining why you wish to apply.

The deadline for applications is Monday 22 June 2026.