

Team Member: *Bexar County Master Gardeners*

Job Responsibilities: As a Facebook Team Member, the role revolves around enhancing our online presence and fostering a sense of community among gardening enthusiasts with trusted advice from a respected recognized organization. All team members should have access to computer equipment and the necessary skills to support the efforts and responsibilities of the Facebook Team. The primary responsibilities include:

1. **Content Creation:** Develop and produce high-quality content that resonates with our target audience, highlighting gardening tips, insights, news, and events.
2. **Editorial Calendar:** Collaborate with the team to establish a monthly editorial calendar, ensuring a consistent flow of engaging posts and aligning content with our strategic objectives.
3. **Strategy Meetings:** Participate in monthly strategy meetings to contribute ideas, brainstorm content concepts, and provide valuable insights for the content calendar.
4. **Design Excellence:** Utilize the online design software Canva to craft visually appealing graphics, images, and infographics that enhance our Facebook page's overall look and feel.
5. **Engagement:** Engage with our followers by responding to comments, messages, and inquiries promptly, fostering a sense of community and encouraging meaningful discussions.
6. **Analytics and Insights:** Monitor the performance of posts using Facebook Insights, analyzing key metrics to gauge the effectiveness of content and adjusting strategies accordingly.
7. **Recruitment:** To enlist, encourage, and train new team members.

Roles of Team Lead and Co-Lead: Team Lead and Co-Lead both guide and organize the efforts of our Facebook Team. These roles are conducted more in line with a supporting role to the team. The efforts are equal.

Team Lead:

- Coordinate the Facebook Team's activities, ensuring smooth collaboration and effective content management.
- Organize and lead strategy meetings, fostering a creative and collaborative environment.
- Schedule and facilitate team meetings via platforms like Zoom, ensuring that discussions are productive and aligned with goals.
- Assign content creation tasks to team members, considering individual strengths & overall content strategy.
- Fact-check dates and times of events or connect with the leadership committee to confirm correct information before publishing it.
- Provide guidance and mentorship to team members, supporting their growth and development.
- To enlist, encourage, and train new team members.

Co-Lead:

- Assist the Team Lead in coordinating team activities and communication.
- Collaborate with the Team Lead to schedule strategy meetings & content planning sessions via platforms like Zoom.
- Support the assignment of content creation tasks based on team members' strengths and availability.
- Contribute ideas and insights during strategy discussions to enhance content planning.
- Fact-check dates and times of events or connect with the leadership committee to confirm correct information before publishing it.
- Help ensure team members are engaged, motivated, and aligned with the organization's goals.
- To enlist, encourage, and train new team members.