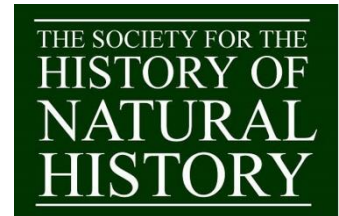


SHNH Charity Trustee Vacancy

Communications, Promotion and Social Media Secretary

Please see the information [here](#) for background to the role and further information about how SHNH works.



We are seeking to fill a new position on our [Council](#), the **Communications, Promotion and Social Media Secretary**. This post brings together many of our current communications activities including our blog and social media, promotion of awards, electronic news, and development of the website, ensuring that SHNH produces consistent messaging and builds profile.

About SHNH – The Society for the History of Natural History

SHNH members are interested in the history and bibliography of all branches of natural history including: botany, general biology, geology, palaeontology, marine biology, mineralogy and zoology; the lives of naturalists, their publications, correspondence and collections; the institutions and societies to which they belong; and bibliographic studies of rare books, manuscripts and illustrative materials. Our journal, [Archives of Natural History](#), welcomes articles on all these facets of natural history, including their cultural and social aspects, across all cultures.

Role Specification

Purpose: To co-ordinate SHNH's communications and ensure regular news output with consistent messaging.

Key relationships: Secretary, Meetings Secretary, Newsletter & Website Editor, Journal Editor, Membership Secretary, and Awards Secretary.

Average time commitment: typically 1–2 hours a week; this can vary depending on events.

Main tasks:

- (a) The Communications, Promotion and Social Media Secretary builds, maintains and furthers the reputation and profile of the Society by planning, developing and implementing PR Strategies that further the Society's long-term objectives by:
- (b) Co-ordinating the promotion the Society's activities, awards and events, and those of its members, via the Society's social media channels, website and newsletter, including:
- (c) Maintaining and updating information on the Society's website in collaboration with the Website Editor.
- (d) Managing and updating information and engaging with users on social media sites such as Twitter and Facebook.
- (e) Commissioning content for the Society's blog.
- (f) Liaising with the Newsletter and Website Editor to co-ordinate publicity across all platforms.
- (g) Devising and coordinating photo opportunities.
- (h) Preparing and supervising the production of publicity brochures, handouts, and direct mail leaflets in consultation with the Society's publishers.
- (i) Communicating with colleagues and key spokespeople to achieve the above.

Please note that the work would be spread across the tenure of the post, and you would not be expected to deliver all of these functions yourself unless you wanted to. The structure of SHNH allows for volunteers to help with specific tasks. The Communications Secretary is one of 14 Trustees of SHNH, and work can be spread further across the Council if appropriate.

About you

You should be proactive and organised, with experience with and passion for natural history in all its diversity. Some experience in communications or management would be advantageous but not essential as training can be given. Tools SHNH uses include: [Twitter](#), [Facebook](#), WordPress for the SHNH website at www.shnh.org.uk, Mailchimp and Google Drive. This is a new role (2021) and it will be supported to develop and grow.

How to apply

If you would like to informally discuss the role, in the first instance email our Secretary, Jeanne Robinson, on secretary@shnh.org.uk, or feel free to contact Newsletter & Website Editor, Elaine Shaughnessy, on website@shnh.org.uk. If you would like to apply, please write a paragraph or two (no more than 200 words) on why you are interested and what you feel you would bring to the role, and send it to secretary@shnh.org.uk. Please also give the details of one referee. Where a referee cannot be supplied, please give a reason. To better serve our members and the sector, we particularly welcome and encourage applications from candidates of all backgrounds.

We are able to accept new members of committee all year round, but the candidate would be subject to a vote of approval at the next available AGM, where, if successful, their role would officially begin. Should there be a choice of candidates, we will anonymise candidate information as far as possible before presenting it to the members for a vote.