



## Position description: JHTM Social Media Engagement Officer

POSITION TITLE: JHTM Social Media Engagement Officer (SMEO)  
POSITION STATUS: Volunteer  
REPORTS TO: JHTM Editor-in-chief

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### Job purpose

The Social Media Engagement Officer (SMEO) will be a member of the [Journal of Hospitality and Tourism Management](#) (JHTM) Editorial Team, with a two-year renewable appointment subject to favourable job performance. In general, the SMEO will be responsible for promoting the JHTM on major social media channels (i.e. Facebook, LinkedIn, YouTube for video uploading) and using the social media to build and maintain scholars' engagement with the JHTM.

### Responsibilities

To achieve this aim, the role of the SMEO includes the following major responsibilities:

- Establish and maintain the profile of JHTM on the major social media platforms
- Ensure platforms are upgraded as required to ensure their ongoing functionality
- Develop, promote and distribute multimedia content (i.e. text, photos, videos) on the social media channels (e.g. TOC, JHTM award winners, JHTM activities and Special Issues)
- Build and maintain the social media network (e.g. friends, likes, followers) on the platforms
- Manage and build JHTM engagement with its online audience
- Demonstrate creativity and innovation to identify and implement other ways to promote JHTM on social media and support engagement with the scholar community.

The SMEO will be required to develop, manage and maintain a calendar of social media activities across the social media channels to demonstrate a regular online presence and engagement activity.

### Reporting lines and performance monitoring

To perform their role and responsibilities, the SMEO will liaise and work with the Editor-in-chief of JHTM and the CAUTHE Executive committee. The SMEO will be managed by and report to the Editor-in-chief of JHTM, who in turn includes the activity and performance of JHTM in the annual report to the CAUTHE Executive and members.

The SMEO will be required to monitor, report and be evaluated on traditional social media metrics (available also through the social media platforms) such as:

- Number of posts / content related to JHTM
- Creation of # (hashtags) and audience engagement (number of likes, comments, forward/shares) per # related post

### Selection criteria

- Knowledge and skills in using social media channels (previous experience is a benefit)
- Well-developed English writing and multimedia content (e.g. video, photos) skills
- Creative and innovative mind
- Enthusiasm and time to dedicate to the position
- Knowledge and access to tourism, hospitality, leisure, events and sports academic networks, associations and communities to promote and build JHTM's online friends' network
- Ability to work effectively in a team and with others as well as independently

The position is open to anyone at any stage of career and at any place globally. Knowledge of and affinity with the CAUTHE organisation would be an advantage.

There is no financial remuneration for this role, but there are numerous valuable opportunities for professional development, for networking with and contributing to the scholarly community, as well as promoting oneself in the academic circles.

### Appointment process

Interested applicants are invited to submit the following documents:

- A cover letter;
- Your two-page CV;
- Your responses to the selection criteria; and
- If relevant, a letter from your supervisor to support the application and provide evidence that you can accommodate the role in light of your (existing) workload.

The closing date for applications is **15 November 2024**. Please forward applications to Editor-in-chief of JHTM, Professor Marianna Sigala, [marianna.sigala@newcastle.edu.au](mailto:marianna.sigala@newcastle.edu.au)

If you have any queries related to the role, please contact Professor Marianna Sigala [Marianna.sigala@newcastle.edu.au](mailto:Marianna.sigala@newcastle.edu.au)