



WiSEAN

Women in Sport and Exercise Academic Network

Social Media Co-ordinator

About us: The Women in Sport and Exercise Academic Network (WiSEAN) is a volunteer-driven organisation that has developed a collaborative community of scholars, researchers and practitioners. Our mission is to, “To grow, strengthen and promote research on women in sport and exercise, with the ultimate goal of optimising women’s athletic success and their participation”. The network operates entirely through the efforts of volunteers, including our Directors, who are all committed to our mission on a voluntary basis. By volunteering with us, you’ll be joining a community of like-minded individuals who are passionate about advancing research into women’s sport and exercise.

Position overview: We are seeking a passionate and skilled Social Media Co-ordinator to help shape our online presence, foster meaningful connections and contribute to the advancement of research on women in sport and exercise. As Social Media Co-ordinator, you will provide strategic support to WiSEAN by helping to increase engagement, visibility and community-building across WiSEAN activities.

Roles and responsibilities:

1. Assist in (in collaboration with WiSEAN Directors) developing and executing a social-media strategy to promote WiSEAN’s mission, events, mentoring scheme, podcasts and other WiSEAN activities across social-media platforms.
2. Create and post engaging and relevant content tailored to our target audience, including, but not limited to, pictures, graphics, videos and infographics.
3. Monitor social media performance metrics on a quarterly basis, analyse data, evaluate effectiveness and identify opportunities for improvement.
4. Engage with followers, divert enquiries to relevant individuals/experts and foster meaningful interactions to cultivate a vibrant and supportive online community.



5. Stay up to date with the latest social media trends, tools and best practices, and provide recommendations to WiSEAN directors for optimisation and innovation.

Essential person specification:

1. Good understanding of social-media platforms, algorithms, trends and best practices.
2. Excellent communication skills, with the ability to craft compelling and research-informed content tailored to diverse audiences.
3. Creative thinker with a keen eye for design to develop engaging multimedia content.
4. Proficiency in basic graphic design software (i.e., software that is freely available).
5. Ability to work independently and work flexibly (to respond to new trends in research on women's sport and exercise).

What we offer

- **A sense of purpose:** Contribute to a cause you care about and see the direct impact of your efforts
- **Skill development:** Gain valuable skills and experience in your chosen field
- **Community:** Be part of a supportive and passionate team
- **Flexibility:** Flexible, remote volunteering hours to fit your schedule and location
- **Opportunities to engage with WiSEAN:** Volunteers may have opportunities to attend or contribute to WiSEAN events and activities, including, where feasible, a complimentary place at our annual conference. For volunteers who are unable to attend the conference in person, we will seek to provide alternative opportunities to engage with WiSEAN and benefit from their involvement, where possible. Any opportunities are subject to availability and funding.

What we ask

- **Time commitment:** Approx. 4-5 hours per month. To ensure continuity and maximise best possible impact, we hope for a commitment of 12 months.
- **Passion:** A genuine interest in our mission and a desire to make a difference

How to Apply



If you are interested in volunteering with us, please send your CV and a cover letter to j.j.forsyth@staffs.ac.uk by **Friday 25th September 2026**. WiSEAN is committed to creating an inclusive and diverse workplace. We welcome applications from individuals of all backgrounds and identities.

Thank you for considering joining our team. Your time and effort can make a real difference!

