

## Election of AULC Social Media Lead– Spring 2025 (Subject to approval of the new Constitution)

### Role Descriptor for the Social Media Lead of AULC

AULC is run by an Executive Committee as detailed in the Constitution approved at the AGM in 2019 and updated and approved at an extraordinary AGM vote in 2025. This role profile should be read in conjunction with the Constitution available to download from:

<https://aulc.org/constitution/>

**The Executive Committee** is made up of

- Chair (from an institution that is a Cercles member)
- Vice-Chair (Ireland)
- Vice-Chair (United Kingdom)
- Treasurer
- Deputy Treasurer
- Secretary
- Attainment Lead
- Outreach Lead
- Scholarship Lead
- Social Media Lead
- Scotland Representative
- Wales Representative
- Teaching Representative
- Teaching Representative
- UCFL Representative (co-opted)
- Annual conference organiser (co-opted for one year)

The **Social Media Lead of AULC** is responsible for:

- a. managing all social media accounts – in particular LinkedIn and BlueSky;
- b. advising the Executive Committee on social media platform related issues;
- c. closing and setting up AULC accounts with different social media platforms as necessary;
- d. liaising with the AULC's webmaster to ensure as the integration of social media platform with the AULC's website;
- e. providing the AULC's webmaster with text for 'press releases';
- f. providing the AULC's webmaster with text for announcements pertaining to national and local activities supported by AULC to promote the study of languages and cultures in the UK and Ireland;
- g. being the point of contact for enquires from member institutions regarding promotion of related matters in social media platforms;
- h. liaising with Annual conference organiser to enable promotion of Annual conference;
- i. liaising with SIG co-directors to enable promotion of related activities.

**The Social Media Lead of AULC** shall be elected for three years, and may be elected for a further year, after which further nominations will be sought. No AULC member may serve on

Executive Committee in the same role for more than a total of eight consecutive years. Terms of office will begin at the date specified in the advertisement.

Further information on the role may be obtained from the current ([ana.de.medeiros@kcl.ac.uk](mailto:ana.de.medeiros@kcl.ac.uk)) or ([o.speicher@sheffield.ac.uk](mailto:o.speicher@sheffield.ac.uk))