



Social Walks Co-ordinator

The Local Groups' Officer is looking for an individual who would like to support Local Groups with advertising and promoting their social walks.

Role Purpose:

To work independently, to ensure a co-ordinated and consistent approach to uploading and publicising local group social walks and to support local groups in populating the social walks database.

The individual would report to the NEC's Local Groups' Officer (LGO) and work with the Walks Secretaries of the Local Groups. There would be lots of support available from others if and when required.

Responsibilities:

- 1) Reviewing, standardising and releasing social walks uploaded to local group websites
- 2) Reviewing and amending local group officer information and group information which feeds through to the Strider Headers
- 3) Producing the social walks list for publication in Strider
- 4) Standardising Strider Headers across the groups (eg; Group Secretary v Secretary/ the order in which information appears in Strider)
- 5) Tracking and monitoring the number of social walks across groups on an ongoing basis (until we have an IT solution for this), analysing/ interpreting the results and reporting to the LGO
- 6) Raising the awareness of the social walks database and its importance across the local groups
- 7) Conducting a review of the current status of the social walks database across the groups and summarise in a report
- 8) Work with groups to encourage and support the further population and development of the database
- 9) Identify improvements to the database and implement
- 10) Track and monitor the database – number of walks/ GPX files being uploaded, usage by members.

In the first instance checking and releasing social walks, ensuring Local Group information is up to date and encouraging the population of the social walks database are the priorities.

Essential Qualities/ Experience

- Attention to detail, thoroughness, analytical and reporting skills



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Desirable Qualities/ Experience

- Familiarity with the walks entry system on the local groups' websites would be an advantage, though training can be given
- An ability to work independently and follow up anomalies
- A basic level of technical understanding in using the LDWA system
- An ability to be pro-active and see opportunities for improvement

It is anticipated that this role could be carried out in 3-4 hours per week, but timing would be down to the availability of the individual. There are three deadlines during the year that coincide with Strider copy dates. The days leading up to these will be busier.

December 2021