



Job Announcement

Annals of Botany Social Media Secretary

We are looking for an energetic person that supports the development and implementation of a new social media strategy for the *Annals of Botany* journal, helps us grow our social media community, engages and communicates with the audience, oversees the Annals of Botany website, and produces online content. This position is part-time, 2 to 3 days per week. The position is remote and is open to qualified candidates worldwide. Preferred start date of August 1.

Role and responsibilities

Tasks include, but may not be limited to:

1. Working directly and under the guidance of the Social Media Senior Editor, the Managing Editor, and the Chief Editor to produce *Annals of Botany* social media content and community engagement.
2. Manage the *Annals of Botany* Twitter account by posting content, growing followers, identifying accounts to follow, and responding to messages and queries in a timely manner.
3. Preparing and scheduling tweet posting--providing engaging text for tweets/threads about journal content, activities and news.
4. Fostering and strengthening new relationships with influencers within the plant sciences community.
5. Producing short blog posts to summarize key findings of recently published *Annals of Botany* content and cross-promote content in the sister journal *Botany One*.
6. Proofread layman summaries and graphical abstracts submitted by authors for social media posting.
7. Producing short videos with online tools for highlighted papers.
8. Engage and connect with the journal's editorial board to generate content for our social media accounts.
9. Contact authors and third parties to promote journal and social media content.
10. Generate comprehensive reports on *Annals of Botany* social media performance for the editorial board and the Annals of Botany Company.
11. Communicate with the social media managers and editors from the AOB Company journals *Botany One*, *in silico Plants* and *AoB PLANTS*.

The applicant

Required:

1. Botany and plant biology knowledge
2. Excellent verbal communication and writing skills in English
3. Familiarity with social media platforms and trends
4. Hands on experience with social media management
5. Attention to detail and ability to work in a diverse environment
6. Familiarity with life sciences research and publishing
7. An ability to work remotely via the Internet with the AOB Editorial Office and editors.

Desirable:

1. Proofreading and copywriting experience
2. Knowledge of social media management tools
3. Ability to identify and track relevant performance metrics
4. Ability to interpret social media trends and changes

How to apply?

Please send your CV and a cover letter describing your experience and why you are qualified for the position to catherine.hyland@plants.ox.ac.uk by July 1st, 2022. Also provide samples of your writing in these two ways: 1) a link to a Twitter thread (between 5 and 10 tweets) where you summarize the key findings of a recently published paper in the field of plant biology, and 2) a 200-words text intended as a blog post for the lay public and a graphical abstract summarizing one of the following papers:

- “Slippery flowers as a mechanism of defence against nectar-thieving ants” (<https://academic.oup.com/aob/article/127/2/231/6067337>)
- “Developmental and molecular characterization of novel staminodes in *Aquilegia*” (<https://academic.oup.com/aob/article/126/2/231/5739953>)
- “Nectar supplementation changes pollinator behaviour and pollination mode in *Pedicularis dichotoma*: implications for evolutionary transitions” (<https://academic.oup.com/aob/article/123/2/373/5033871>)

Please contact the Managing Editor Catherine Hyland (catherine.hyland@plants.ox.ac.uk) or the Social Media Editor Gabriela Auge (gauge@fbmc.fcen.uba.ar) for further information.