Call for Expressions of Interest in being the Social Media Lead for *Teaching Public Administration* by 16 November 2021

As the editors of *TPA* we are inviting *EOIs* to be the Social Media Lead for *TPA*. We are asking for applications in writing to be sent to us (FarrellCM@cardiff.ac.uk and diamondj@edgehill.ac.uk) by 16 November 2021. We will schedule interviews before the end of the year and hope to announce the appointment in January 2022. Below are the needs we have agreed need to be addressed. If appointed you will be working closely with the Editors and with the Editorial Advisory Board in not only promoting *TPA* on different platforms and at conferences but advising on the strategic use and application of social media to enhance the global profile of the journal.

Proposal for support to promote *Teaching Public Administration* to new national / international networks via social media and to enhance the profile of the journal

The context

*TPA* is now in the ABS list of publications. The Editorial Advisory Board has been expanded and the profile of the EAB is now much more diverse and becoming more reflective of the global PA community. *TPA* has a good and growing relationship with JPAE and a new annual award made by the editors of both journals has been announced recognising outstanding scholarship and leadership in the field of pedagogic research and PA teaching and learning. The number of downloads annually is increasing and in 2021 stood at over 25,000. The number of papers sitting in ‘online first’ has led to the editors requesting an increase in the number of pages available per issue.

The challenge and why the request

As *TPA* increase its profile and draws on an EAB which combines experience in publishing alongside experience in curriculum development and teaching and learning across the range of PA related learning it nonetheless needs to maintain the momentum. *TPA* has had very connections with a number of international as well as North American and European based associations and bodies. If *TPA* is to continue to develop and attract ( and increase) its global audience it is necessary that we connect with other PA associations. Thanks to members of the EAB this is going to happen this year in South America and Africa. The request is, therefore, to promote *TPA* and to support the editors by the use of social media in particular.

The Process

The person appointed will receive an annual honorarium of £500 ( or its equivalent ). We are restricting the invitation to apply to members of the *TPA* Editorial Advisory Board and the normal PAC distribution list. We think it is important that whoever is appointed has a connection with the journal and the field.

We would like to appoint someone by December 2021 so that they can be working and promoting the journal from the start of 2022.
The Needs

If appointed you would

• Maintain the social media accounts of TPA and to promote the journal (this would include promoting current articles as well as issues);
• Highlight the TPA back catalogue;
• Promote relevant conferences or Roundtable or Call for Papers;
• Keep the TPA Wikipedia entry up to date.

We would expect that the individual working with the editors to support the presence of TPA at relevant conferences and network events (we are assuming that this would in the main be a virtual presence). This could include maintaining a conference data base and liaising with members of the EAB as well as international PA organisations to ensure a TPA presence.

In addition to their knowledge of TPA the person appointed will need to have excellent skills and applied knowledge of different social media platforms.

Next Steps and an upcoming anniversary

In 1976 Public Administration Teacher was established and the following year was renamed as Teaching Public Administration. It seems fitting to mark the 50 anniversary through 2026-27 in a way that acknowledges the history of TPA, the critical role played by those who led the journal up to the present and anticipates the future. Planning and scheduling events (from on line seminars or round tables to special issues and key papers from the archives) would be helped by a practical and strategic approach to how we promote TPA.

John Diamond and Catherine Farrell
Editors Teaching Public Administration
13 October 2021