## **A close up of a logo Description automatically generated**

## A grey background with black text Description automatically generatedSOCIAL MEDIA COORDINATOR

## Reports to: Committee

## Purpose of the role

## The Social Media Coordinator will communicate and interact with members, potential members and supporters. In this role you will build your club audience on social media and provide a sense of belonging between your club and its online supporters and followers.

## Qualifications & Desirable Characteristics

* Strong computer/technology skills
* Understanding of how to create memes, photos and videos for social media
* Ability to plan what the club needs to communicate and when to communicate
* Effective and respectful communication
* Understanding or willing to learn existing policies (i.e. Codes of Conduct, Privacy Policy and Taking Images Policy

## Duties and Responsibilities

## Prior, during and post season the duties of the Social Media Coordinator may include but are not limited to:

* Create a communication strategy and break it down into pre, during and post season.
* Work out which social media platforms and strategies best suit the success of your communication strategy, club goals and objectives.
* Review and update the social media policy (code of conduct)
* Actively update the club’s social media channels throughout the week during the season (e.g. updating scores, results, achievements, injuries etc.)
* Promote club events and activities as well as special promotions or offers from sponsors.
* Team up with all divisions of the club to ensure their message and stories are being continually promoted and communicated.:
* End of season, review and remove access to the list of people who access to the club’s social media sites for those who no longer wish to have access.
* Review your communication strategy from the season and make recommendations or changes to the committee for next season.
* Review and update position description to ensure it continues to reflect the requirements of the role.

Time Commitment: 1 - 3 hours per week (during season) or as requested