

**SOCIAL MEDIA COORDINATOR**

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| **Last reviewed on:** | **Next review date:** |
| **Reviewed by:** | **Approved by:** |

**Reports to:** Marketing and Communications Manager

**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**

* Hold or willing to apply for a current volunteer “Working with Children Check”
* Strong computer/technology skills
* Understanding of how to create memes, photos and videos for social media
* Strong understanding of Facebook, Instagram, TikTok, Snapchat, Twitter etc.
* Effective and respectful communication
* Understanding or willing to learn existing policies (i.e. Codes of Conduct, Privacy Policy, Social Media Policy)

**Duties & Responsibilities**

* Assist in the review and delivery of the communication plan and marketing plan
* Assist in the review and update the Social Media Policy
* Actively update the club’s social media channels are frequently as required (e.g. updating scores, results, achievements, injuries etc.)
* Monitor the comments and feedback received from users across all social media platforms and raise any concerns to club Secretary.
* Promote club events and activities as well as special promotions or offers from sponsors.
* Work with all areas of the club to ensure message and stories are being continually promoted and communicated.
* Continually review platform access and add/remove users when required.

**Time Commitment:** 1-3 hours per week or as required