

Social Media Coordinator *(shared role)*

Reports to: Secretary (or another designated committee member)

Purpose:

The Social Media Coordinator will communicate and interact with members, potential members, and supporters by building the club's online presence and community engagement across digital platforms. 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.

Key Responsibilities:

- Develop and implement a seasonal social media and communications plan aligned with Club priorities, events and activities.
- Manage and regularly update the Club's social media platforms with relevant, engaging and timely content.
- Promote matches, results, player achievements, Club events, fundraisers, volunteers, sponsors and community partnerships.
- Create or coordinate engaging content including photos, graphics, videos and other digital media.
- Work with coaches, team managers, Committee members and volunteers to gather and promote news and stories from across the Club.
- Ensure Club communications are accurate, inclusive and consistent with Club values, policies and brand.
- Monitor and respond appropriately to social media messages, comments and interactions.
- Support the review and implementation of the Club's Social Media Policy.
- Manage social media administrator access and remove access when no longer required.
- Review social media performance at the end of each season and provide recommendations to the Committee for future improvement.

Skills & Desirable Characteristics:

- Hold or willing to apply for a current volunteer "Working with Children Check"
- Strong understanding of social media platforms and content formats.
- Creativity and an eye for visual storytelling.

- Good written communication and copywriting skills.
- Respectful, inclusive, and community-minded approach.
- Ability to work independently and meet agreed timelines.
- Basic photo/video editing skills or willingness to learn.
- Ability to follow club policies, including Code of Conduct, Privacy and Media guidelines.