

**ROLE DESCRIPTION -   
COMMUNICATIONS AND SOCIAL MEDIA COORDINATOR**

Note: The detail contained within this role description is indicative only and should be used as such by clubs to adapt to their needs.

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| **Job Purpose** | The social media coordinator will promote the club through social media platforms. In this role you will build the club audience on social media and provide a sense of belonging between your club online and its supporters/participants. |
| **Job Responsibilities** | * Devise a social media strategy that considers the club's strategy and vision to drive engagement through social media platforms. * Create and utilise graphics through (Canva or PS) to keep communications on social media clear, concise and consistent. * Create / review and update the social media policy (code of conduct) * Actively update the club’s social media channels throughout the week during the season.   + Liaise with other committee members to ensure requirements are met.   + Team of the week, player of week, results, scores, achievements, sponsorship etc.   + Promote club events and activities as well as sponsorship posts.   + Tell good news pieces on club members, actively speak to members who are doing great work in the football community.   + Facilitate volunteer week - ensure all committee members have graphics.   + Resharing of relevant posts from local association and member federation. * Review communication and social media strategies to ensure they are aligned with best practice and communicate findings to the committee. * Review and update position description to ensure it continues to reflect the requirements of the role. * Strong relationships across the general committee to receive all information that is required to be circulated on social media. * Develop relationships across the club more broadly, fostering the ability to tell stories about club members who are doing positive work within the football club. |
| **People Management** | Liaise with relevant members of committee and club. |
| **Budget Management** | N/A |
| Note: Add any additional information/requirements specific to the role that needs to brought to the reader’s attention.   * This position requires a clearance/s to work with children which is an essential component of this role and therefore to continuing employment. * The ordinary working hours for the club can include duty on weekends and evenings. * The successful candidate for this role will be subject to a National Police Criminal History Check prior to appointment. | |
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| **JOB HOLDER CAPABILITIES** | |
| Qualifications and Experience | Social media and graphic design experience is preferable. |
| Knowledge and Skills | * Enthusiastic and well organised. * Passionate and dedicated * Willing to work with other committee members, to share knowledge, and assist with problems or questions. * Strong communication skills to ensure all social media requirements across all facets of the club are met. * Graphic design skills - Canva / Photoshop * Marketing or communications experience preferred but not essential. |