

**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.
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| **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.
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