



Sample Position Description - **Social Media Coordinator**

A Social Media Co-Ordinator is becoming one of the most important positions within a centre as social media is such a powerful way to grow, engage your centre's audience. Effective use of social media will also support and drive the achievement of many of the centre's goals and objectives.

In even the smallest of centres the volume of information which could be included in social media means that the role is often too big for one person, so a key function of the role is to build and co-ordinate the activities of the social media team.

The key objectives of any communication plan should include the following:

1. Build your centres audience on social media of people who genuinely follow and have an interest in your centre
2. Build the sense of belonging between your centre and its (social media) supporters and followers
3. Support the achievement of centre goals and objectives (e.g. sell 100 tickets to the mid season ball)
4. Relay important "operational" information to relevant people within the centre (i.e. under 12 training is cancelled tonight)

Responsibilities

Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Determine which social media platforms and strategies best suit the achievement of your communication strategy and centre goals and objectives
- Review and update the social media policy (code of conduct) and ensure this is

provided to the committee for sign off

- Recruit and train your social media team

During the season

- Actively update the centre's different social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones etc)
- Promote centre's key activities and events throughout the year,
- Promote sponsors, especially promoting special offers from sponsors which people love
- Facilitate social media participation and engagement within centre stakeholders
- Actively engaging followers to transform visitors into advocates for the centre (creating a sense of belonging between the centre and each individual)
- Collaborate with all divisions of the centre to ensure their message and stories are being continually promoted and communicated.

Post season

- Review the list as people who have access to each of your centre's social media sites and remove access for those you no longer wish to have access to the centre's social media sites through the off season and beyond.

Essential Skills and requirements

- A frequent user of social media sites
- The ability to plan what the centres needs to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Strong understanding of the centre's social media strategy and willingness to follow it
- Respectful and effective communication
- Understanding how to create memes, photos and video for use on social media
- Thorough knowledge of what is going on within your centre

End of year hand over

Updating key documents

At the end of each year a key activity of the Social Media Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The social media coordinator should compile a list of people at the end of each season who have access to each of the social media platforms and provide this list to the committee. Ideally the social media coordinator should review the communication plans for the season just finished and make recommendations to the committee for any changes they suggest for next season.

The updated Position Description and supporting information must be provided to the centre secretary prior to the Annual General Meeting each year.

Induction of the incoming Social Media Coordinator

An important responsibility of the outgoing Social Media Coordinator is to train, mentor and support the incoming Social Media Coordinator and the next seasons social media team.

The estimated time commitment required as the Social Media Coordinator is XX hours per week.