

VULTURES POSITION DESCRIPTION

POSITION TITLE:	Social Media Coordinators
REPORTS TO:	Social Media Manager
DIRECT REPORTS:	Nil
DEPARTMENT:	Community

POSITION PURPOSE:

The Social Media Coordinators will communicate and interact with members, potential members and supporters. In this role you will build the Club audience on our three social media channels (Facebook, Instagram & TikTok) and provide a sense of belonging between the Club and our online supporters and followers.

KEY RESPONSIBILITIES:

The duties of the Social Media Coordinators may include but are not limited to;

- Creating a communication strategy and break it down into pre, during and post season.
- Establishing a social media calendar for the season to provide a range of appropriate content for all Club members and to enhance the appeal of the Club to the wider community.
- Working out which social media platforms and strategies best suit the success of the communication strategy, Club goals and objectives.
- Actively updating the club's social media channels throughout the week during the season (e.g. updating scores, results, achievements, injuries etc.)
- Promoting Club events and activities as well as special promotions or offers from sponsors.
- Communicating with all teams at the Club to ensure their message and stories are being continually promoted and communicated.

End of year hand over

Review

An important role is to review the communication strategy from the season and make recommendations or changes to the Board for next season.

Updating key documents

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

The updated position description must be provided to the Secretary prior to the Annual General Meeting each year.

Induction of the incoming Social Media Coordinators

An important responsibility of the outgoing Social Media Coordinators is to train, mentor and support the incoming Social Media Coordinators.

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ESSENTIAL SKILLS & REQUIREMENTS:

- Hold, or ability to obtain, a current volunteer 'working with children' check (Blue Card).
- Well organised.
- Strong computer/technology skills.
- Understanding of how to create memes, photos and videos for social media.
- Ability to plan what the club needs to communicate and when to communicate.
- Effective and respectful communication.
- Understanding or willing to learn existing policies (i.e. Codes of Conduct, Privacy Policy and Taking Images Policy).

KEY RELATIONSHIPS:

- Social Media Manager.
- Other Social Media Coordinators.
- Coaches & Team Managers.

The estimated time commitment required as a Social Media Coordinator is 2 hours per week.