



This role description is general and meant to cover a typical role. Each club has unique needs and requirements which should be reflected in your specific role descriptions. Please adapt this role description to suit your club's needs.

SOCIAL MEDIA COORDINATOR

The role of a Social Media Coordinator is to create and maintain a strong online presence for the club. The role will implement online marketing strategies through various social media accounts. It requires a tech-savvy individual with an interest in communicating with current and potential members, as well as the community.

The Social Media Coordinator should have a good knowledge of the workings of various elements of media and present the club in the best possible light. Media outlets include Website, Email platforms, and different social media platforms such as Facebook, Instagram, and Twitter. It is also essential that the Social Media Coordinator develops and maintains close contact with the representative of all local media.

ESSENTIAL SKILLS & REQUIREMENTS

To successfully undertake the role of Social Media Coordinator, it requires the person to:

- Previous experience as a Social Media Coordinator
- An understanding of SEO, keyword search, and Google Analytics
- Ability to deliver creative content (text, image, and video)
- The ability to plan what the clubs needs to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Ability to gasp future trends in digital technologies and act proactively
- Thorough knowledge of what is going on within your club
- Excellent communication skills
- Multitasking and analytical skills.



DUTIES

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 club 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 (if applicable).

During to the season

- Actively update the club's different social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones, etc.)
- Promote the club'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 club stakeholders
- Actively engaging followers to transform visitors into advocates for the club (creating a sense of belonging between the club and each individual)
- Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated
- Measure web traffic and monitor SEO
- Develop and deliver a monthly report to the board that includes measurable data, reviews, articles or comments from the previous month and the plan for the next two months.

Post season or End of Year

- Review the list as people who have access to each of your club's social media sites and remove access for those you no longer wish to have access to the club's social media sites through the offseason and beyond
- Update any policies or procedures
- Conduct full handover activities for the incoming Social Media Coordinator for your tasks. And make yourself available for support and mentoring while the incoming Social Media Coordinator navigates their way through the first few months of their term.

**Writing a role description?
We are happy to help. info@yoursportsresource.com**