



**Beleura Junior Football Club Inc
(Beleura Junior Sports Club)**

Position Description – Social Media Co-ordinator

JOB TITLE

Social Media Co-ordinator

OBJECTIVE/DESCRIPTION

- Update and maintain club social media platforms
- Build club audience on social media
- Be the ambassador for the club's public brand
- Build and enhance the Beleura community and sense of belonging for our members and followers
- Support and promote club goals and objectives
- Promptly and reliably be the source of news for our members (eg season updates, club events etc)

RESPONSIBILITIES

- Regularly update the club's social media accounts with relevant material
- Publicise player achievements such as milestone games, recruitment to representative level, player and team achievements etc
- Publicise and promote club fundraisers and events
- Monitor club social media for inappropriate comments or engagements
- Engage with club sponsor social media by liking, commenting, sharing when appropriate
- Ensure that the club's social media presence maintains professionalism in presentation, punctuation, grammar and appropriateness
- Respond to and forward to the appropriate person any messages received via the Club's social media accounts in a timely manner
- Liaise with IT website developer regarding updates required to website
- Maintain club social media groups for football, basketball and netball (content for these groups should also be uploaded by team managers/coaches)
- Ensure that a representative from basketball and netball has been delegated to provide updates on their respective Facebook pages, and liaise with them regarding content to be shared to main page
- Monitor team pages and engage with representatives to share relevant content to club's public profiles
- Stay up to date on club activities/actions/points of interest

RELATIONSHIPS

- All committee members
- Coaches/team managers of all teams in all sports
- Sponsors
- MPJFL

ESSENTIAL SKILLS/KEY CRITERIA

- Be familiar with using Facebook and Instagram
- Have a good grasp of spelling, punctuation and grammar
- Be able to generate graphics, photos, videos for engaging posts (eg by using Canva or similar interface) or willing to learn
- Have an understanding of the club's Social Media Policy and willingness to follow it
- Be passionate about the club and dedicated to its continued improvement

Updated October 15, 2021

Aaron Brew President