

BLIGH PARK FOOTBALL CLUB



Position Description: Communications and Social Media Coordinator

Overview

The Communications and Social Media Coordinator is responsible for:

- Creating engaging and informative content for Club members.
- Creating content and continuously updating the Club's website and social media platforms.
- Build a sense of belonging between the Club and its followers.

Responsibilities

Prior to the season

1. Understand the key social, fundraising and sporting activities that will take place throughout the year and develop communications strategies to support and promote each activity.
2. Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
3. Determine which social media platforms and strategies best suit the achievement of your communication strategy and Club goals and objectives.
4. Assist the Committee in promoting the Club in the local and wider community.

During the season

1. Actively update the Club's communication platforms throughout the week during the season (updating followers on scores, results, injuries, achievements, milestones etc.).
2. Promote the Club's key activities and events throughout the year.
3. Promote sponsors, especially promoting special offers from sponsors.
4. Promote the Club's social media platforms.
5. Facilitate social media participation and engagement within Club.
6. Actively engage followers to transform members into advocates for the Club (creating a sense of belonging between the Club and each individual).
7. Collaborate with all divisions of the Club to ensure their message and stories are being continually promoted and communicated.

Post season

1. Review your communications and social media strategy and adjust for the upcoming year.
2. Review the list of people who have access to your Club's website and social media sites and remove access for those you no longer wish to have access to the Club's website and social media sites through the off season and beyond.

End of year hand over

Updating key documents

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

The Communications and Social Media Coordinator should compile a list of people at the end of each season who have access to each of the website and social media platforms and provide this list to the Committee.

Ideally the Communications and Social Media Coordinator should review the communication plans for the following season 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 Secretary prior to the Annual General Meeting each year.

Induction of the incoming Communications and Social Media Coordinator

An important responsibility of the outgoing Communications and Social Media Coordinator is to train, mentor and support the incoming Communications and Social Media Coordinator and the next season's communications and social media team.

Essential Skills and requirements

- Hold or willing to apply for a current volunteer Working With Children Check.
- Exceptional communication skills - Respectful and effective.
- Ability to meet deadlines and provide timely information.
- An understanding, or a willingness to learn, how websites and social media platforms are managed and administered.
- The ability to plan what the Club needs to communicate and when.
- Ability to engage people through online communication without getting drawn into negative or personal discussions.
- Strong understanding of the Club's communication strategy and willingness to follow it.
- Understanding how to create graphics, photos and video for online communication.
- Thorough knowledge of what is going on within the Club.

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

Please ensure that when completing your role, you only undertake tasks outlined in your position description to avoid any confusion or doubling up in workload. If you have idle time, please feel free to offer your support and assistance to other committee members as required.

Updated: July 2023