



**Westlawn Tigers Football Club**  
**Position Description – Social Media Coordinator**

**JOB TITLE:**

Social Media Coordinator

**OBJECTIVE:**

To manage the clubs social media outlets, to ensure all information provided to members is current and relevant

**RESPONSIBILITIES / TASKS:**

- Use the club's media outlets effectively by ensuring all relevant club information is displayed on both its website and Facebook Page
- Use Facebook to stimulate conversations between the club and its members
- Use social media to increase the quality and quantity of information given to club members
- Use social media to remind members of social events, training, club duties and club games
- Ensure information displayed is up-to-date and relevant
- Allow for two-way dialogue between the club and its members; only ending or removing conversations if they begin to be defamatory towards the club or a club member or if comments are bringing the game into disrepute.
- Ensure social media outlets are maintained and regularly up-dated throughout the off season
- Use social media to market and coordinate events such as trivia nights, presentations, gala days, social evenings etc.
- Remain well versed in changes at both club and Zone level that may effect members, and relay that information to its members.

**RELATIONSHIPS:**

- Reports to the President, Treasurer, Secretary and General Committee
- Liaise with North Coast Football social media contact

**ACCOUNTABILITY:**

- The Social Media Coordinator is accountable to the President, Treasurer, Secretary and General Committee.

The estimated time commitment required as the Ground Controller is up to 3 hours per week



#### **ESSENTIAL SKILLS:**

- Enthusiastic and well organised.
- Ability to work in a logical and orderly manner.
- Effective time skill management.
- Willing to learn new skills if necessary.
- Dedicated club person.
- Honest and trustworthy.
- Good communication skills.
- Passionate about the club and dedicated to improving club practices.
- Well organised and able to work under pressure
- Well-developed written and administration skills
- Excellent computer literacy skills

#### **DESIRABLE SKILLS:**

- Experience in the utilization of social media
- Experience in website management
- A good knowledge of club workings