



Position Description:

Communications and Social Media Coordinator

Last updated 1 December 2024

Overview

The Communications and Social Media Coordinator is responsible for creating engaging and informative content for league members, continuously updating the league's website and social media platforms, creating a league e-newsletter, building a sense of belonging between the league and its followers, and developing strong relationships with local media outlets to promote awareness of league results on and off the field.

Responsibilities

General Responsibilities

- Ensure important information and announcements are posted on platforms
- Be the primary point of contact for all communications and social media enquiries.
- Develop and implement communication strategies to support and promote game days, key social, fundraising, and events throughout the year.
- Create and distribute engaging content across the league's communication platforms
- Understand the key activities that will take place throughout the year and develop strategies to support and promote each activity.
- Lead the Communications and Social Media Sub-Committee, setting clear goals, assigning responsibilities, and ensuring effective communication and collaboration among members
- Organize communications and media coverage for league milestones, events, and activities.
- Assist the Committee in promoting the league in the local and wider community.
- Promote the league's key activities and events, sponsors, and social media platforms.
- Facilitate social media participation and engagement within league stakeholders.
- Engage followers to transform members into advocates for the league.

Skills and Attributes

- A frequent user of social media sites
- 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.
- Respectful and effective communication
- Understanding how to create content for use on social media
- Thorough knowledge of what is going on within the league

Estimated time commitment required: 2 hours per week during the season.

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