



## Logan Metro Football Club Position Description – Social Media Coordinator

### JOB TITLE:

Social Media Coordinator

### OBJECTIVE:

1. Build LMFC's audience on social media of people who genuinely follow and have an interest in your club
2. Build the sense of belonging between LMFC and its (social media) supporters and followers
3. Support the achievement of club goals and objectives (e.g. selling raffle tickets)
4. Relay important "operational" information to relevant people within the club (i.e. training is cancelled tonight)

### RESPONSIBILITIES:

- Actively update the club's different social media platforms throughout the week (updating followers on line ups, results, achievements milestones etc)
- Promote club's key activities and events throughout the year,
- Promote sponsors, especially promoting special offers from sponsors that 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 teams of the club to ensure their message and stories are being continually promoted and communicated.

### RELATIONSHIPS:

- The Social Media Coordinator reports to the President, Secretary and General Committee.
- Will have a close relationship with team coaches, team managers and players

### ACCOUNTABILITY:

The estimated time commitment required as the junior football coordinator is up to 2 hours per week. This will be increased at the beginning of the season.

### ESSENTIAL SKILLS:

- Passionate about the club and dedicated to improving club practices.
- A frequent user of social media sites
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Strong understanding of the club's social media strategy and willingness to follow it
- Understanding how to create memes, photos and video for use on social media
- Thorough knowledge of what is going on within the club