



Position Description – Communications / Media Platform Coordinator

A Communications / Media Platform Coordinator is becoming one of the most important positions within a centre as social media is such a powerful way to grow, engage your centre's audience. Effective use of social media will also support and drive the achievement of many of the centre's goals and objectives.

In even the smallest of centres the volume of information which could be included in social media means that the role is often too big for one person, so a key function of the role is to build and co-ordinate the activities of the social media team.

The key objectives of any communication plan should include the following:

1. Build your centres audience on social media of people who genuinely follow and have an interest in your centre.
2. Build the sense of belonging between your centre and its (social media) supporters and followers.
3. Support the achievement of centre goals and objectives (e.g. sell 100 tickets to the mid season ball).
4. Relay important "operational" information to relevant people within the centre (i.e. under 12 training is cancelled tonight).

Responsibilities Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity.
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Determine which social media platforms and strategies best suit the achievement of your communication strategy and centre goals and objectives.
- Review and update the social media policy (code of conduct) and ensure this is provided to the committee for sign off.
- Recruit and train your social media team.

During the season

- Actively update the centre's different social media platforms throughout the week during the season (updating followers on weekly training, weekly program, achievements milestones etc).
- Promote centre's key activities and events throughout the year.
- Promote sponsors, especially promoting special offers from sponsors which people love.
- Facilitate social media participation and engagement within centre stakeholders.
- Actively engaging followers to transform visitors into advocates for the centre (creating a sense of belonging between the centre and each individual).
- Collaborate with all divisions of the centre to ensure their message and stories are being continually promoted and communicated.



Post season

- Review the list as people who have access to each of your centre's social media sites and remove access for those you no longer wish to have access to the centre's social media sites through the off season and beyond.
 - Instagram account and Facebook page are public. Anyone is allowed to follow these accounts. Monitor who follows and remove spam/inappropriate accounts.
 - The Facebook members group is private and should only have current members, life members and previous committee members who have been with the club for many years and still want to engage with the club.

Essential Skills and requirements

- A frequent user of social media sites.
- The ability to plan what the centres needs to communicate and when.
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Strong understanding of the centre's social media strategy and willingness to follow it.
- Respectful and effective communication.
- Understanding how to create content, photos and video for use on social media.
- Thorough knowledge of what is going on within your centre.

End of year hand over Updating key documents

- At the end of each year a key activity of the Communications / Media Platform Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.
- The social media coordinator should compile a list of people at the end of each season who have access to each of the social media platforms and provide this list to the committee. Ideally the social media coordinator should review the communication plans for the season just finished 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 centre secretary prior to the Annual General Meeting each year.

Induction of the incoming Communications / Media Platform Coordinator

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

Current Social media platforms:

- Instagram (Public)
- Facebook page (Public)
- Facebook member group (Private)



Other:

- As part of the social media accounts (Facebook and Instagram) there is a messaging service that will also need to be monitored. The Social Media Coordinator is responsible for responding to these messages in a timely manner.
- The Social Media Coordinator will liaise with the person/s responsible for the Website/Team app for information that may need to be cross posted.
- Email. The Social Media Coordinator has a dedicated email address. The inbox should be monitored often.
- The Social Media Coordinator also has access to the Southern Metro Region Facebook page.
- Be aware of the athletes that have indicated that they do not want to be photographed and/or have their photo published in any form. The centre will provide a list of these people.

The estimated time commitment required as the Communications / Media Platform Coordinator is 1-2 hours per week.