



Social Media Coordinator - Position Description

Reports To: Secretary

Position Purpose

The Social Media Coordinator is responsible for managing and delivering the Club's social media presence to promote participation, celebrate achievements and strengthen engagement with players, families, sponsors and the wider community. The role supports the Club's values, culture and strategic objectives by ensuring content is positive, inclusive, accurate and aligned with Club policies and league requirements.

The Social Media Coordinator plays a key role in promoting events, programs, pathways, and partnerships, while upholding child safety and brand standards.

Key Responsibilities

Social Media Strategy & Planning

- Develop and maintain a simple social media content plan aligned with the Club's calendar and key activities.
- Work with the Committee to ensure messaging aligns with Club values, priorities and strategic goals.
- Coordinate seasonal campaigns such as registrations, come-and-try days, finals, presentations and community events.

Content Creation & Publishing

- Create and schedule engaging content across Club social media platforms (e.g. Facebook, Instagram).
- Share club news, match day information, results, milestones, achievements and community stories.
- Promote events, programs, sponsorships and key announcements in a timely and consistent manner.
- Ensure content is age-appropriate, respectful and inclusive.

Brand, Policy & Child Safety Compliance

- Ensure all content complies with Club policies, Codes of Conduct, child safety requirements and league guidelines.
- Obtain appropriate permissions for images and content involving junior players.
- Maintain consistent branding, tone and visual standards across all platforms.

Engagement & Community Interaction

- Monitor Club social media channels and respond appropriately to messages and comments, or escalate where required.
- Encourage positive engagement from players, families, volunteers and supporters.
- Assist in promoting shared initiatives and activities with the Senior Club where appropriate.

Collaboration & Administration

- Work closely with coaches, team managers and committee members to gather content and updates.
- Support sponsors by acknowledging and promoting agreed sponsorship commitments.
- Provide regular updates to the Committee on social media activity and engagement.

Key Relationships

- Club Committee.
- Coaches and Team Managers.
- Players and Families.
- Volunteers.
- Sponsors and Local Businesses.
- League and Community Partners.

Skills and Attributes

- Strong written communication and content creation skills.
- Familiarity with social media platforms and basic content scheduling tools.
- Good judgement and understanding of appropriate communication involving junior players.
- Organised, reliable, and able to meet deadlines.
- Creative, positive, and community-focused.
- Strong alignment with Club values, inclusion, and respect.