
SOCIAL MEDIA COORDINATOR

The role of a Social Media Coordinator is to create and maintain a strong online presence for the club. The role will implement online marketing strategies through various social media accounts. It requires a tech-savvy individual with an interest in communicating with current and potential members, as well as the community.

The Social Media Coordinator should have a good knowledge of the workings of various elements of media and present the club in the best possible light. Media outlets include Websites, Email platforms, and different social media platforms such as Facebook, Instagram, and Twitter. It is also essential that the Social Media Coordinator develops and maintains close contact with the representative of all local media.

Team Culture Responsibilities:

- Model and celebrate the club's values and behaviors
- Work collaboratively and respectfully with other club leaders and staff to serve the best interest of the business and members
- Be exceptional in the application of positive, consistent, and effective motivation strategies when working with swimmers, parents, and staff in relation to all aspects of the program
- Foster team spirit by exhibiting and maintaining a positive attitude and team building
- Demonstrate a cooperative, prompt, and respectful communication style with swimmers, parents, community members, and staff

General 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 club 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 (if applicable).



During the season

- Actively update the club's different social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones, etc.)
- Promote the club's key activities and events throughout the year
- Promote sponsors, especially promoting special offers from sponsors
- Facilitate social media participation and engagement among club stakeholders
- Actively engaging followers to transform visitors into advocates for the club
- Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated
- Measure web traffic and monitor SEO
- Develop and deliver a monthly report to the board that includes measurable data, reviews, articles, or comments from the previous month and the plan for the next two months.

Post-season or End of Year

- Review the list of people who have access to the social media sites and remove access for those who no longer wish or should have access
- Update any policies or procedures
- Conduct full handover activities for the incoming Social Media Coordinator including reviewing and revising their position description and any other policies and procedures to ensure it continues to reflect the requirements of the role. Be available for support and mentoring while the incoming Social Media Coordinator navigates their way through the first few months of their term.

ESSENTIAL SKILLS & REQUIREMENTS

To successfully undertake the role of Social Media Coordinator, requires the person to:

- Previous experience as a Social Media Coordinator
- An understanding of SEO, keyword search, and Google Analytics
- Ability to deliver creative content (text, image, and video)
- The ability to plan what the clubs need to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions
- Ability to gasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills.

