

# Position Description: Social Media Coordinator

## Social Media Coordinator

Uses social media applications to promote the club, including but not limited to Facebook, Instagram, Twitter and YouTube.

### Ideal candidate is:

- Computer and social media savvy
- A good communicator
- Enjoys social engagement



## Desirable skills

- Expertise in the use of online networking sites.
- Proficient in standard Office software applications.
- Ability to plan sharp, innovative marketing and advertising strategies.
- Able to quickly adapt to strategies in response to consumer feedback.
- Respectful and effective communication.
- Creative mind.
- Strategic use of social media tools.
- Concise thinker.
- Thorough knowledge of your club.

## Time Required

<insert hours> per week from <insert month> to <insert month>.

## What they do

- Develop social media presence.
- Update scores and results regularly throughout competition.
- Promote club events.
- Engage followers to transform visitors into advocates for the club.
- Work with the Marketing Coordinator to create relevant content.
- Deliver regular updates to followers.
- Retain visitors through one-on-one interaction.