**MUDGEERABA REDBACKS JUNIOR RUGBY LEAGUE CLUB (MRJRL)**

**POSITION DESCRIPTION**

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| **SOCIAL MEDIA COORDINATOR** |
| **Overview of Position** |
| The Social Media Coordinator is responsible for managing the club’s social media and website platforms. |
| **Responsible To** |
| The Social Media Coordinator is directly responsible to the President and management committee. |
| **Responsibilities and Duties** |
| The duties of the Social Media Coordinator include:   * Create a social media plan for the season ahead in conjunction with various coordinators and President, and seek endorsement by the management committee as necessary * Manage and update the club’s social media platforms (website, facebook, Instagram, etc) * Utilise the club’s social media platforms to promote events, key happenings, updates, announcements, celebrations and good news stories, etc throughout the year as needed * Communicate in a creative, engaging and positive manner * Communicate with coordinators on a regular basis to assist in planning for socials posts in a regular and timely manner * Utilise the club’s approved corporate branding at all times |
| **Knowledge and Skills Required** |
| Ideally the Social Media Coordinator is someone who:   * Understands and utilises various social media platforms * Can create engaging, informative, and positive content and messaging * Is a good communicator * Is creative |
| **Time Commitment Required & Period of Appointment** |
| The estimated time commitment required as the Social Media Coordinator is 5-10 hours per week. Hours may vary across the season.  The Sponsorship & Marketing Coordinator is appointed for a 1 year period. |