

Hamilton Soccer Club Position Description – Social Media

JOB TITLE:

Social Media Manager

OBJECTIVE:

To publicly promote timely, accurate and positive club information to the wider community.

RESPONSIBILITIES:

- Update all fixture results online.
- To be the governing body's point of contact for all publicity and media-related issues.
- To develop and discuss potential publicity opportunities with the governing bodies marketing Team.
- Regularly update the club's website and social media accounts to keep club supporters and other stakeholders informed.

RELATIONSHIPS:

- The Publicity Officer reports to the President, Secretary and General Committee.
- Liaises with governing bodies Marketing, and local media.
- Will have a close relationship with team coaches and team managers to produce weekly articles for the website and newsletters.

ACCOUNTABILITY:

- The Publicity Officer is accountable to the President, Secretary and General Committee.
- The estimated time commitment required as the Publicity Officer is **up to 2 hours per week**.

ESSENTIAL SKILLS:

- Passionate and dedicated to promoting the club to the wider community.
- Good communication skills or the ability to develop skills with assistance from governing body's marketing team
- Ability to source club photography to support news articles.
- Computer literate to generate graphics for social media.
- Report writing skills for General Committee monthly reports and AGM.