

Job Description: Social Media Manager

Role: Volunteer (Unpaid Committee Position)

Time: 1–2 hours a week (flexible, mostly done from home with quick updates on competition days)

Reports to: Executive Officer / Competition Manager

What is the goal?

To manage the club's social media channels to keep current families informed, celebrate athlete achievements, promote sponsors, and welcome new members.

What will you do?

- **Post regular updates:** Share weekly reminders about competition times, weather cancellations, and registration deadlines on Facebook and Instagram.
- **Celebrate achievements:** Post photos and updates celebrating athlete events, club records, and volunteer highlights.
- **Promote club sponsors:** Create dedicated posts to thank local business sponsors, ensuring the club meets its sponsorship marketing agreements.
- **Moderate the community:** Monitor comments and direct messages to answer parent questions politely or forward complex inquiries to the right committee member.
- **Protect member privacy:** Ensure all posted photos and videos follow child safety guidelines and the club's media consent policy.

What skills do you need?

- Experience using social media platforms like Facebook and Instagram.
- Good communication skills with a friendly, welcoming online tone.
- Basic photo editing or design skills (like using Canva) is a plus.