**[Club Name]**

position description – social media COORDinator

Pony Club is committed to protecting Children from harm. We require all applicants that will work with Children to undergo an extensive screening process prior to appointment.

# REPORTS TO

* Club Committee

# PURPOSE

The Social Media Coordinator will communicate and interact with members, potential members and supporters. In this role you will build your club audience on social media and provide a sense of belonging between your club and its online supporters and followers.

# Role REsponsibilties

* Assist in the review and delivery of the communication plan and marketing plan.
* Understand and promote the national Social Media Policy.
* Actively update the club’s social media channels are frequently as required.
* Monitor the comments and feedback received from users across all social media platforms and raise any concerns to club Secretary.
* Promote club events and activities as well as special promotions or offers from sponsors.
* Work with all areas of the club to ensure message and stories are being continually promoted and communicated.
* Continually review platform access and add/remove users when required.

## OTHER DUTIES

* Report activities to the membership at the Annual General Meeting.
* Assist other committee members in their duties as required.

# End of year hand over

## Updating key documents

* At the end of each year a key activity of this role will be to review and revise this position description to ensure it continues to reflect the requirements of the role. The updated position description must be provided to the club secretary one month prior to the Annual General Meeting each year.

## Induction of the incoming position holder

* An important responsibility of the outgoing position holder is to train, mentor and support the incoming position holder.

# CODE OF CONDUCT

* I agree to be bound by the Pony Club Australia Code of Conduct, all National Integrity Framework policies and other rules, regulations and policies of the organisation.

# conflict of interest

* If at any stage you become aware of a personal conflict of interest, real or perceived, they should immediately notify the Club Committee, where it will be noted and managed as required for transparent management.

# EDUCATION & SKILLS

**ESSENTIAL:**

* Hold a current membership with Pony Club.
* Be over the age of 18 years.
* Must have a working with children check registered on the Association database and registered with the organisation as required.
* Must have completed and registered on the Association database the following courses:
	+ Safeguarding Children and Young People in Sport Induction
	+ National Integrity Framework
	+ Anti-Doping Fundamentals
	+ Annual Update

## DESIRED:

* Strong computer/technology skills.
* Understanding of how to create memes, photos and videos for social media
* Strong understanding of social media platforms.
* Effective and respectful communication
* Understanding and commitment to organisational policies specifically around use of social media and protecting children and young people.

# TIME COMMITMENT

The estimated time commitment required as the Treasurer is XX hours per week.

# Terms of Engagement

One year – position up for re-election at club Annual General Meeting.  Tenure is unlimited.

# Remuneration

This position is undertaken on a voluntary basis.

# Agreement

I, ………………………………………………………………………….., herby agree to accept and undertake the position as outlined above and abide by all Club policies and procedures.

Signed: Date:

Signed: (Chair) Date: