



Position Description

Position Details

Position Title:	Digital Content and Social Media Coordinator
Reports to:	Chief Executive Officer (CEO) Manager Football Operations (MFO)
Commencement Date:	March 2018
Position Type:	Volunteer - Honoraria
Location:	Ashfield

Why work for Canterbury District Soccer Football Association (CDSFA)?

CDSFA is one of Football NSW's largest football associations with over 16,500 registered players and 23 member clubs. CDSFA has experienced increasing growth in playing numbers in recent years as football continues to cement itself as the dominant sport in Australia.

For more information, please visit www.footballcanterbury.com.au

Main Purpose

The Digital Content and Social Media Coordinator will be responsible for:

- Increase the quality and quantity of compelling football content available to be distributed through a variety of digital mediums – including writing blog posts, articles, newsletter, communication materials and material for social media
- Build relationships with club volunteers, all CDSFA staff and the broader Football Community to increase the number of sources available to develop a consistent stream of “human interest” stories
- Improve the quantity and quality of CDSFA Football Community Engagement through Social Media channels and online communities.



Key Responsibilities

- Liaise with CDSFA staff to relay “customer” feedback insights gained from online conversations within the community
- Plan and schedule social content. Create a content calendar to ensure our social media content is regular, relevant, engaging, synchronised with seasonal events and automated as much as possible
- Keep current on social marketing developments, our competitive landscape (e.g. other sports) in order to identify new channels and opportunities
- Develop a suite of metrics / scorecard to track performance, and regularly report through the MFO to the CEO with actionable insights and optimisation recommendations
- Assist the MFO compile, design, manage and distribute a weekly BBC/GMT newsletter (in-season) to all CDSFA Members and a monthly Newsletter to Club Executives
- Manage, update and maintain the CDSFA Website. Create website content including blog posts and digital / video content
- Public Relations - Manage incoming media requests and create, execute and measure the success of each media campaign
- As required design and publish brochures / flyers required to advertise and promote CDSFA events
- Assist in the preparation of proposals and presentations.

Key Challenges

- Evaluate, measure and report on the performance of content, campaigns and social media strategies
- Monitor web traffic and provide actionable insights
- Becoming a progressive thought leader in the sports administration industry.



Skills and abilities

- **Writing Skills** – either a background in journalism or previous experience with content creation. Excellent spelling, grammar and punctuation and the ability to write in plain and engaging language
- **Social Media Experience** – experience with social media tools (publishing and monitoring technology) and a deep understanding of social trends. You have actively participated in a wide variety of social media activities such as blogging or community development and have hands on experience with social media management representing a brand. You will also have strong knowledge of all popular social networks – design, functionality and users
- **Website Management** – previous experience with a CMS like WordPress. Knowledge of SEO and Web Traffic Metrics
- **Passion for Football** – a strong background with the game of football is seen as necessary to create the necessary rapport to develop an engaged community
- **Flexibility** – self managed flexible working hours and in return will have an expectation that this role will sometimes require a timely intervention at an unusual hour
- **PR Experience** – not mandatory but a nice to have
- **Creative Design** experience is desirable, but not essential. **Multimedia skills** to create, select and prepare images and video content for social media preferable
- Ideally would suit a 2/3 year university student undertaking a **degree** in communications, journalism, sports marketing or PR but not essential for the right person. Alternately a recent graduate in marketing, sports media, sports administration or communications.
- Preference would be for someone who had knowledge and passion for football
- Current **Drivers Licence**
- Completion of **Working with Children Check**.

Behaviours / Attributes

- Exceptional Communication Skills
- Exceptional relationship management skills
- A highly motivated self-starter
- Able to work with minimum supervision
- Ability to work as part of a team.
- Able to work with various stakeholder groups.
- Disciplined and focused
- Reliable, dependable and able to deliver results
- Have an empathy in relation to the work undertaken by volunteers
- Share the belief that involvement in sport is good for ones well being
- A person with a mature outlook
- Ability to work weekends outside traditional work hours.