

South Wagga Blues Cricket Club



ROLE DESCRIPTION

Role	Social Media Officer
About	The Social Media Officer manages and coordinates the Club's social media presence to promote activities, engage members, recognise achievements, and support recruitment, sponsorship, and community engagement
Key Roles & Responsibilities	<ul style="list-style-type: none">• Develop and implement a social media communication plan aligned to the Club calendar.• Create and publish engaging content across approved social media platforms.• Promote Club events, matches, results, milestones, and achievements.• Support promotion of sponsors and fundraising initiatives.• Work closely with Committee members and coordinators to share accurate information.• Monitor engagement and respond to messages and comments appropriately.• Ensure the Club's Social Media Policy and Code of Conduct are current and followed.• Manage user access to social media platforms and review regularly.
Desired Skills, Attributes & Knowledge	<ul style="list-style-type: none">• Regular and confident user of major social media platforms.• Ability to plan and schedule content strategically.• Strong written communication and digital literacy skills.• Basic content creation skills (photos, video, graphics).• Understanding of respectful, inclusive, and brand-appropriate communication.• Holds, or is willing to obtain, a current Working with Children Check.
End Of Year Hand Over	<ul style="list-style-type: none">• Provide handover notes outlining platforms, posting schedules, and key campaigns.• Transfer all login credentials and administrator access securely.• Support induction of the incoming Social Media Officer