

## Social Media Co-ordinator Role Description

### Social Media Co-ordinator

***Responsible for raising the profile of the club and its activities through relevant social media platforms.***

#### Main duties

- To decide with the management committee and marketing/communications officer which social media platforms would work best for the venue's ethos and activities. This could include Facebook, Twitter and Instagram
- To set up the agreed social media platforms for the club or venue using the official logo and background information
- If applicable, to promote your Tennismark to show to new members or parents of junior members the quality accreditation you have received
- To publicise to your current members to get them to 'like' or 'follow' you for news, competition and events updates
- To regularly monitor the platforms for any unsolicited abuse or negative comments, taking these down from public view
- To respond to any enquiries or questions generated through the platforms in a timely and professional manner
- To keep up to date with activities and results at the venue, sourcing information to regularly update the platforms
- To reference and link to any sponsors or local supporters, giving them valuable awareness for their contribution
- To read and implement the LTA [social media guidelines](#) for reporting on young people and consult your venue Welfare Officer for advice on any safeguarding issues, as needed

#### Skills and traits

- Excellent IT skills
- Sound knowledge of social media
- Good written skills
- Reliable and trustworthy
- Self-starter, able to make decisions
- Sound understanding of safeguarding and EDI

#### Key Relationships

- Website editor
- Marketing/communications officer
- Coach
- Welfare Officer

#### Time commitment

- 4 hours per week

#### Criminal records check

- Recommended for this role – see [here](#) for more information