



Position Description – Social Media Officer

Melbourne University Futsal Club

1. Position Title

Social Media Officer

2. Objective

To manage the club's social media platforms and digital communications, promoting events, achievements, and opportunities while strengthening community engagement and the club's brand.

3. Responsibilities

- Develop and post engaging content across social media platforms
- Share match results, player highlights, club news, and upcoming events
- Create graphics, photos, and short videos to enhance posts.
- Respond to messages, comments, and enquiries in a timely and professional manner.
- Encourage member and supporter interaction through polls, stories, and email newsletter campaigns.
- Support fundraising, sponsorship, and recruitment campaigns by promoting them online.
- Promote club values and inclusivity through digital content.
- Upkeep a promotion calendar aligned with the club's season and events.
- Ensure all content aligns with club Policies and Procedures.
-

4. Relationships

- Social Media Officers will work closely with the Partnership Director to maximise the reach or partnership agreements.

5. Accountability

- Social Media Officers will report to the Secretary
- Social Media Officers maintains good relations with our club supporters, alumni and online followers.

6. Skill

6.1. Essential Skills

- Ability to design eye-catching posts and campaigns.
- Well organised; able to plan and maintain a consistent posting schedule
- Clear, engaging, and professional tone.
- Quick to reply to enquiries and adapt to breaking news/events.



- Collaborates with committee members to align messaging.
- A passion for Futsal and Melbourne University Futsal Club, and promoting to diverse audiences.

6.2. Desirable Skills

- Experience in marketing, communications, or social media management.
- Photography or video editing skills.