**INTRODUCTION**

The Online Coordinator is responsible for promoting club events and maintaining the club’s website, Facebook page and other social media.

**WOULD SUIT SOMEONE WHO**

* Has experience or an interest in website design
* Thinks creatively about ways to engage club members as well as potential new members
* Is grammatically correct and will portray a professional image of the club online

**RESPONSIBILITIES**

* Promote club events through all online outlets
* Ensure the club’s online presence is professional and family friendly at all times
* Collate stories & match reports and upload them accordingly
* Engage users on the website through polls, competitions and uploading of photos
* Implement and ensure the club’s Social Media Policy is enforced
* Report all breaches of the Social Media Policy to the President
* Peruse the AFL Darling Downs website and Facebook pages for information which may be relevant to the club
* Brainstorm approaches to better the club’s online presence
* Ensure the club website is informative, up to date and portrays a professional image

**KEY RELATIONSHIPS**

* **Reportable To: Secretary**
* Newsletter Coordinator
* Media Liaison
* Team Managers
* Club Members

**TIME COMMITMENT REQUIRED**

* Regular monitoring of social media accounts is required, with once per day recommended. This should take no more than 5 minutes
* Updating of the website will take approximately 1 hour per week, provided all information for the website is provided in a transferrable format
* Additional accounts (Youtube, Twitter etc) will increase the workload slightly, but will enhance the experience for club members

**TRAINING/RESOURCES REQUIRED**

* Internet access