



Committee Roles

Title	Social Media and Website Co-ordinator
Position Summary	<p>Be responsible for planning, implementing and monitoring Essendon Netball Club social media strategy, in order to increase brand awareness and improve marketing efforts</p> <p>Maintain the Club's website by keeping content and design current</p> <p>Oversee/work alongside Team App Co-ordinator</p>
Key duties and responsibilities	<p>Build and execute social media strategy through competitive research and messaging</p> <p>Develop and curate engaging content for social media platforms</p> <p>Maintain unified brand voice across different social media channels</p> <p>Set up and optimise company pages within each platform to increase the visibility of Essendon Netball Club's social content</p> <p>Moderate all user-generated content in line with Essendon Netball Club Social Media Policies and Procedures</p> <p>Create a social media calendar</p> <p>Continuously improve results by gaining insights and best practices</p> <p>Collaborate with other teams within Essendon Netball Club to roll out club activities</p> <p>Monitor social media channels for industry trends</p> <p>Publish content, maintaining continuity of themes, designing layout, streamlining navigation across the Essendon Netball Club website</p> <p>Attend the Annual General Meeting (AGM)</p> <p>Manage media@essendonnetballclub.com.au</p>