



Position Description

Social Media Coordinator – Busselton Netball Association (BNA)

Role Purpose

The Social Media Coordinator manages BNA's online presence to engage members, promote events, and celebrate achievements. This role helps build a positive and connected community by sharing timely, accurate, and engaging content across social media platforms.

Key Duties

Content Creation and Management

- Plan, create, and schedule engaging social media content across platforms (e.g., Facebook, Instagram).
- Promote upcoming games, events, programs, and important announcements.
- Share live updates, photos, and results during match days and special events.
- Highlight player, umpire, coach, and volunteer achievements.
- Maintain a consistent, positive tone aligned with BNA's values.

Community Engagement

- Respond to messages, comments, and community enquiries in a timely and professional manner.
- Collaborate with committees, clubs, and officials to gather information, photos, and stories.
- Monitor engagement and adjust content to maximise reach and impact.

Compliance and Guidelines

- Ensure all posts comply with association policies, including child safeguarding and privacy requirements.

Time Commitment

Approx. 5–10 hours per week, including:

- Planning and scheduling content.
- Posting live updates and event coverage.
- Responding to community messages and enquiries.
- Coordinating with committees and volunteers for content creation.

Skills and Experience Required

- Experience with social media platforms (Facebook, Instagram, etc.).
- Strong written communication and creative skills.
- Ability to work independently and manage time effectively.
- Collaborative approach to working with Board members, committees, and volunteers.
- Understanding of privacy, child safeguarding, and community engagement guidelines.