***NOTE:  This Role Description has been provided as a guide only.  Please edit as necessary to reflect the requirements of your Club.  Please delete this message prior to circulating this document.***

**Social Media Coordinator**

**Club Overview:**

The [Name] Karting Club is dedicated to organising and conducting top-tier Kart Racing and Recreational Karting Activities. We proudly affiliate with and embrace the Vision, Purpose, Values, and Priorities of Karting Australia, the State Karting Association, and our esteemed Club.

 **Role Objective:**

To oversee and manage the club's social media presence, driving engagement within the Karting community, and fostering the club's rich culture, events, and activities.

**Responsible to**: President

**Desired Skills:**

* Passionate user of various social media platforms, with an emphasis on those popular within the karting community.
* Strong strategic planning capabilities, especially in determining what, when, and how the club communicates.
* Proficiency in engaging a diverse audience through social media platforms.
* Respectful, effective, and adaptive communication skills.
* Acumen for creating engaging content, such as memes, photos, videos, and race highlights tailored for social media.

**Key Roles & Responsibilities:**

* Develop an understanding of the major kart races, recreational activities, fundraising events, and other significant happenings in the karting year; strategise their promotion.
* Formulate a season-based communication strategy; defining content allocation for the pre-season, in-season, and post-season phases.
* If necessary, assemble a dedicated social media team to assist in diverse content creation and moderation.
* Consistently update the club’s social media channels during the racing season with timely updates about race results, racer standings, any unforeseen incidents, milestones, upcoming events, etc.
* Actively promote club events, race days, training sessions, and other key activities throughout the year.
* Advocate for our valued sponsors, spotlighting any special deals or announcements they might offer.
* Liaise with all divisions within the club to ensure their accomplishments, messages, and tales are broadcast and celebrated.
* Periodically audit the list of individuals with access to the club’s social media accounts, updating permissions based on changes in roles or volunteer shifts.
* Ensure a seamless transition by passing on all pertinent login and administrative details to the succeeding Social Media Coordinator.

**End Note:** As our Social Media Coordinator, you play a pivotal role in narrating our karting journey, engaging fans, racers, and partners alike. Your work contributes directly to the vibrant, racing-enthusiast community we've built and continue to foster.