

Social Media Coordinator Job Description

Purpose: As the voice of our club online, the Social Media Coordinator will build and manage a professional presence on Silveridge Connect Facebook, capturing the energy of our club, promoting tournaments, event reminders/updates, and showcasing social event stories.

Reports To: The Communications Officer.

Key Responsibilities & Duties:

- **Content Creation & Scheduling:** Develop, produce, and edit quality content, which may include photos, videos, and graphics 1-2 times a week or as needed. Works collaboratively as a team with the web coordinator to share data for uploading content to the website.
- **On-Site Coverage:** Attend club social events, group play times, and tournaments, and other events to capture content.
- **Community Engagement:** Actively manage and respond to comments in a warm, friendly, and timely manner to boost member engagement.
- **Event Promotion:** Create buzz for clinics, workshops, organized play times, and special events, driving registration through strategic social media campaigns.
- **Brand Consistency:** Ensure a professional, consistent, fun, and inclusive brand voice is used.

Skills & Qualifications:

- Experience in social media content creation – posting on Facebook.
- May produce high-quality short-form video content using basic video editing software to post on Facebook.
- Have a passion for Silveridge Pickleball and community building.
- Good written communication skills.
- Ability to work flexible hours for on-site event coverage.
- Self-starter with strong organizational skills and the ability to potentially manage multiple projects.

Training:

- Will initially be provided by the Communications Officer or other EC positions.
- Coaching will be continuously available from the EC.

Time Requirements: The incumbent will spend time at the pickleball courts and at club events to create the story and showcase what is happening. Time will be spent building stories, taking pictures and posting information on Silveridge Connect Facebook, which will take 15-45 minutes required per week, on average.

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Revised: