

**Job Title:** Social Media Coordinator

**Location:** HRM

**Hours:** 10 hours per week

**Position Type:** Part-time, Remote/On-site

**Job Description:**

Dunbrack Soccer Club is looking for a creative and motivated Social Media Coordinator to manage and grow our online presence across various social platforms. This is a part-time role that requires approximately 10 hours a week. The ideal candidate will have a passion for soccer, be familiar with social media trends, and have experience in creating engaging content.

**Key Responsibilities:**

- Develop and execute social media content strategies to enhance the club's visibility and engagement.
- Create and schedule posts for social media platforms (Facebook, Instagram, X, etc.), focusing on team updates, match schedules, player highlights, community events, and club news.
- Engage with followers, respond to comments/messages, and build a positive online community.
- Monitor and analyze social media analytics to track growth and engagement, adjusting strategies accordingly.
- Generate content (photos, video) with players, teams and coaches for social media posts.
- Promote upcoming games and events.
- Assist with promoting sponsorships or partnerships through social media content.
- Stay up to date on social media trends and apply best practices to the club's strategy.

**Qualifications:**

- Proven experience in social media management, ideally for sports teams or local organizations.
- Strong understanding of social media platforms and how to use them to engage a community.
- Excellent written and verbal communication skills.
- Creative and able to generate new ideas for content.
- Ability to work independently and manage time effectively.
- A passion for soccer
- Basic knowledge of photo and video editing tools (such as Canva, Adobe Spark, etc.) is a must

**Requirements:**

- Must have access to a vehicle
- Access to DSLR camera is an asset
- Salary: \$22.50 per hour (includes 4% vacation pay)

Please send your resume and any examples of previous social media work (if available) to George Athanasiou at [george.athanasiou@dunbrack.ca](mailto:george.athanasiou@dunbrack.ca). The deadline to apply is Friday, February 28, 2025 at 5pm.