

Social Media Communications Coordinator

Position Type: Volunteer

Reports to: Board of Directors, Lacombe Minor Softball Association (LMSA)

Job Description:

The Social Media Communications Coordinator for the Lacombe Minor Softball Association (LMSA) is responsible for managing LMSA's social media platforms and creating engaging newsletters to keep the association's members informed and involved. This role ensures that LMSA's presence on social media reflects the association's values, promotes events, celebrates achievements, and engages with the broader community. The coordinator also manages the creation and distribution of regular newsletters, providing updates on upcoming events, player development opportunities, and association news.

Key Responsibilities:

Social Media Management:

- Oversee LMSA's social media platforms (such as Facebook, Instagram, and Twitter) by regularly posting content that promotes association events, games, tournaments, and community involvement.
- Create engaging posts that highlight player achievements, coach highlights, team successes, and key association milestones.
- Respond to comments, questions, and messages on social media platforms in a timely and professional manner.
- Monitor social media metrics (e.g., likes, shares, and comments) to assess the effectiveness of posts and adjust strategies for better engagement.
- Coordinate with the Tournament Director, Fundraising Director, and other board members to promote specific events and activities via social media.

Content Creation and Curation:

- Create visually appealing and informative posts, including photos, videos, and graphics, that align with LMSA's branding and values.
- Curate content from within the association (e.g., game photos, player highlights) and from external sources (e.g., community news, relevant softball updates).
- Promote LMSA's Code of Conduct, volunteer opportunities, and fundraising efforts through engaging social media content.



Event Promotion:

- Promote registration dates, tournament schedules, fundraisers, and community events across social media and newsletters to maximize participation.
- Share live updates, results, and photos from tournaments and games on social media platforms to keep the community engaged.

Collaboration:

- Collaborate with the Website and Email Communications Coordinator, other board members and teams to ensure consistent messaging across all platforms.

Community Engagement:

- Engage with the LMSA community by encouraging participation in social media campaigns, photo submissions, and event promotion.
 - Build relationships with local businesses and community organizations via social media to increase LMSA's visibility and potential for sponsorships.
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Authority:

- The Social Media Communications Coordinator has the authority to manage all social media accounts within the guidelines set by LMSA.
 - Can make recommendations regarding social media strategy based on engagement analytics and feedback from members.
 - **Community Engagement:** Ability to engage with the LMSA community in a friendly and responsive manner, building connections with players, parents, and sponsors.
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Commitment:

- The Social Media Communications Coordinator is expected to attend regular board meetings and provide updates on social media metrics and newsletter performance.
 - Time commitment will vary but may increase during key periods such as registration, tournaments, and fundraising events.
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Term:

This position runs for a two-year term, with the possibility of reappointment by the Board of Directors.

