



Digital Communications Manager

Volunteer Committee Position Description



Reports To

Secretary / President



Works Closely With

President, Secretary, Fundraising & Events Coordinator, Sponsorship Liaison Officer, Merchandise Manager, all committee members

PURPOSE OF THE ROLE

Manage the club's entire digital presence — website and social media — as a single, unified voice. The Digital Communications Manager keeps our community informed and engaged online, ensures our website is accurate and up to date, and tells our story in a way that reflects our values. This role requires both website management ability and social media content skills.

KEY RESPONSIBILITIES

- Devise a digital communications strategy that considers the club's vision and drives engagement across social media and the website
- Create and review the club's social media policy (code of conduct) and update it regularly
- Manage the club's Facebook, Instagram, and other social media accounts
- Create and post regular content — match results, photos, player spotlights, team of the week, achievements, and good news stories about club members
- Actively update the club's website and social media channels throughout the week during the season
- Maintain and regularly update the club website (fixtures, results, news, contacts, committee details, events updates)
- Publish key announcements, event notices, and registration information across both platforms
- Keep registration links, forms, and downloadable documents on the website current each season
- Design graphics and promotional materials using Canva or similar tools to keep communications clear, consistent, and on-brand
- Facilitate volunteer week communications — ensure all committee members have appropriate graphics
- Promote sponsor posts and club events as directed by the Sponsorship Liaison Officer and Fundraising & Events Coordinator
- Reshare relevant posts from Newcastle Football, the local association, and member federation
- Build strong relationships across the committee to receive all information required for social media and website
- During the establishment period, submit content for approval by the President and Secretary; once established, manage content independently within the club's guidelines
- Always refer sensitive, controversial, or incident-related content to the President before publishing
- Adhere strictly to the club's child safety and photography policy in all content
- Review communications and social media strategies regularly to ensure alignment with best practice and report findings to the committee
- Review and update this position description at the end of each year prior to the AGM

TIME COMMITMENT



5–8 hours/month



People Management

Liaises with relevant members of committee and club



Budget Management

N/A

SKILLS & EXPERIENCE (HELPFUL, NOT REQUIRED)

- Hold or willing to obtain a current volunteer Working With Children Check (WWCC) — essential
- Comfortable managing a website (Squarespace, Wix, WordPress, or similar)
- Active and confident on Facebook and Instagram
- Graphic design skills using Canva or Photoshop
- Marketing or communications experience preferred but not essential
- Strong communication skills to ensure all social media and website requirements are met
- Good judgement about what is and isn't appropriate to publish on behalf of a community club
- Enthusiastic, well organised, and willing to work collaboratively with committee members

Essential Requirements

This role requires a current Working With Children Check (WWCC) — or willingness to obtain one prior to commencing the role. The ordinary hours of this volunteer role can include weekends and evenings.



End-of-Year Handover

At the end of each season, the outgoing role-holder is responsible for: (1) reviewing and updating this position description to ensure it reflects how the role has evolved; (2) submitting the updated PD to the Secretary prior to the AGM; (3) participating in handover with their successor — sharing key contacts, documents, passwords, and institutional knowledge to ensure continuity for the club.



You'd be great for this if...

You're someone who's equally at home updating a webpage as you are crafting an Instagram post. You take pride in keeping things current, consistent, and looking sharp — and you understand that our digital presence is often the first impression we make on new families.