



**NORTH WEST SYDNEY FOOTBALL LTD**  
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## **POSITION DESCRIPTION**

**Position Title:** Social Media and Marketing Coordinator  
**Location:** Christie Park, Macquarie Park NSW  
**Employment type:** Casual  
**Salary:** Hourly rate to be negotiated

### **ABOUT NORTH WEST SYDNEY FOOTBALL LTD (NWSF)**

North West Sydney Football (a Company Limited by Guarantee) is responsible for the management and promotion of football in the north-west suburbs of Sydney area. Formed from the merger of Gladesville Hornsby Football Association and North West Sydney Women's Football Association in 2019, NWSF has over 16,000 players from 34 member Clubs, making it one of the largest community sporting associations in NSW.

Providing all people the chance to play football, NWSF caters for both males and females with local competitions from Under 6s through to Over 45s, and new programs in Walking and Masters Football. NWSF also runs a successful Summer Football competition at Christie Park from October to December each year.

NWSF Spirit FC and NWS Koalas are the elite representative clubs aligned with NWSF and play in the NPL Men's 2 Competition and NPL1 Women's Competitions respectively run by Football NSW. The two clubs are in the process of merging to form one club to enter FNSW Competitions in 2022.

The NWSF Academies are run by NWS Spirit and Koalas and provide structured training for local Club players that complement their participation at Club level.

With its home ground and offices at Christie Park in Macquarie Park, (Sydney), the association is structured with a Board of Directors primarily responsible for strategy and governance supported by the CEO, coaching and administrative staff, and a number of committees covering the various functions of the association.

### **POSITION PURPOSE**

The Social Media and Marketing Coordinator will enhance our brand, build strong online communities through our various social media platforms and ultimately grow the number of participants in our Association. The position will be responsible for developing and administering social media content that is designed to engage users and create an interactive relationship between participants, the community and the Association. The position will also be required to collect and review social media data to develop more effective campaigns.

### **REPORTING/WORKING RELATIONSHIPS**

The position reports directly to the CEO.

The position will be expected to establish close working relationships with:

- Other NWSF staff, Head of Football/Technical Directors, team managers, coaches, players and volunteers
- Key contacts, and delegates at all member clubs

### **TASKS AND RESPONSIBILITIES**

- Collaborate with the CEO and other NWSF staff to develop and execute a results-driven social media and influencer marketing strategy.
- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend match days and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.

### **KEY SELECTION CRITERIA**

#### **Social Media Coordinator Qualifications / Skills:**

- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand historical, current, and future trends in digital content and social media
- Strong copywriting and copy editing skills
- High quality oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines

#### **Education and Experience Requirements:**

- Bachelor's degree in marketing or a related field, or working towards a relevant degree or equivalent period of industry experience
- 1-3 years experience with B2C social media marketing or content development
- Direct experience using social media management tools (Hootsuite, Sprinklr)
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus

#### **Notes:**

The position is expected to require between 10 to 15 hrs per week, and an hourly salary will be negotiated. Due to the nature of the sports industry, some of this work will be required after hours and on weekends.

The Coordinator will largely be able to work remotely, with some attendance at Christie Park as required.

Appointment to this position is subject to passing a **Working with Children** check