

Swindon and District Football League

Formed in 1891



JOB TITLE:

Club Liaison Officer

OBJECTIVE:

To act as a bridge and improve communications between the clubs and the league committee. To inform clubs of management committee decisions and communicate the clubs, players and management own point of view to the management committee. To build relations with clubs using own initiatives including social media. To enable clubs supporters and players to experience the best possible service when they are in touch with other clubs and SDFL through social media.

To co-ordinate with others the engagement and content publishing activity of our main social channels; (currently on web, face-book, twitter and snap-chat).

RESPONSIBILITIES:

- Keeping the club section on the SDFL website current.
- Maintain and improve the online club information
- Promote Charter Standard, assist clubs with their applications to the CFA.
- Support social media to help League officers, the clubs and supporters to use social media effectively.
- Support the continued development of the existing social media channels.
- Work with Committee Officers and Club Secretaries and Managers to scope and develop social media services and strategies.
- Ensure media content meets quality standards, adheres to guidelines, and is appropriate.
- Provide support and advice to SDFL officers on best practice and emerging trends in social media.
- To implement full ownership of the social media web-site either by adoption of existing social media or the trial of alternative web-site, taking advantage of emerging platforms.
- Implement clear monitoring and reporting procedures for the evaluation of our social media activity; listen to what is being said and co-ordinate appropriate responses.
- Responsible for day to day administration of our social media accounts, pages and activity.

RELATIONSHIPS:

- All League Officers.
- Club Secretaries and Managers.
- The Football community.
- Other Media Organisations.
- The wider audience

ACCOUNTABILITY:

- The Club Liaison Officer is accountable to the Chairman.