

Woodcreek Football
Back the Pack
Public Relations Coordinator
Job Description
2016

SOCIAL MEDIA COORDINATOR

Photograph Management and Distribution
Social Media Visibility
Community and Local Business Engagement
Back the Pack Event Publications

The main job duties include, but are not limited to, photographing all related football events out side of school hours, as well as all 10 season games. Public Relations Coordinator might assign different photographers for Freshman and Junior Varsity teams. All photos for all teams will be submitted to the Public Relations Coordinator for distribution. Photographs will be given to the Website Coordinator for website publication. Public Relations Coordinator will publish highlighted photographs on social media platforms.

This does not include any and all Max Preps photographers. Max Preps is a separate entity. Public Relations Coordinator will invite Max Preps to Woodcreek games for coverage.

Public Relations Coordinator will compile event marketing materials for distribution in a timely manner. These outlets might include, but are not limited to, community members, area businesses, news sources, TV, or radio.

In this position, Public Relations Coordinator may also assist with other media coordination, print marketing initiatives, and Internet-based program sharing of information regarding Woodcreek football.

Public Relations Coordinator is a dynamic and creative social media enthusiast with functional knowledge of creating engaging and strategic content for social channels. Highly skilled in building and managing creative marketing. Known for performing brainstorming activities and creating compelling content for the public.

CORE COMPETENCIES

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|--------------------------|------------------------|---------------------------|
| ✓ Performance analysis | ✓ Real-time engagement | ✓ Brand strategy |
| ✓ Channel forward growth | ✓ Customer acquisition | ✓ Referral traffic |
| ✓ Response monitoring | ✓ Product marketing | ✓ Social media strategies |
| ✓ Campaign design | | |

SOCIAL MEDIA EXPERTISE

- ◆ Twitter ◆ Google+ ◆ Instagram
- ◆ Facebook ◆ Pinterest ◆ YouTube

DISCLAIMER:

Any and all Public Relations event pieces and print marketing materials will follow established guidelines and have Board President, BP, or their designee's oversight

All postings regarding Woodcreek High School Football, et al., on all social networking sites are subject to review by Back the Pack President, BP. If deemed inappropriate, Back the Pack President, BP reserves the right to delete such postings without warning.

Passwords to all social media sites, emails and websites will be provided to the Board President, BP.