



# AFCW Ladies Social Support Info Pack

## Social Media Support - Role Description

### About us

AFC Wimbledon Ladies are a women's football team from London. The team currently competes in the FA Women's National League Division One South East.

The club was founded after the ladies' team representing Wimbledon F.C. decided to transfer to AFC Wimbledon, after the old club's relocation. The ladies' team of Fulham F.C., known as Friends of Fulham, started its bonds with the name Wimbledon, when they voted yes on the decision to transfer to

Wimbledon F.C., as a new entity. The AFC Wimbledon Ladies are now owned by The Dons Trust.

### Our social media

AFCW Ladies social platforms aim to:

1. Grow a community that supports AFCW Ladies
2. Celebrate who we are and signpost to upcoming events.
3. Enable greater visibility of our female players by giving a voice to the team
4. Indirectly support AFCW Ladies players
5. Engage and support the wider Wimbledon community.



[afcwimbledonladies.co.uk](http://afcwimbledonladies.co.uk)

[@afcw\\_ladies](https://www.facebook.com/AFCWimbledonLadies)

[facebook.com/AFCWimbledonLadies](https://www.facebook.com/AFCWimbledonLadies)

[instagram.com/afcw\\_ladies/](https://www.instagram.com/afcw_ladies/)

## To apply

To apply please send a letter or short (max 5mins) video outlining why you are interested in becoming part of AFCW Ladies support team, your areas of expertise and how you could add value to AFCW social media platforms to [david.growns@afcwimbledon.ltd.uk](mailto:david.growns@afcwimbledon.ltd.uk). All applications must be received by 3<sup>rd</sup> September.

# About the role



The Women's Board has identified the need to recruit a new Social Media Support Role for the Ladies team.

You will be passionate about women's football, storytelling and motivated to support AFCW Ladies grow our social following. This role is an exciting opportunity for an ambitious, creative supporter who wants to be part of growing the game.

The successful candidate will be able to demonstrate strong admin and organisational skills, good attention to detail, the ability to work flexibly and have a strong work ethic.

<b>Job title:</b>	AFC Wimbledon Ladies media Officer
<b>Reports to:</b>	Ladies Board, works closely with the fixture secretary
<b>Period of office:</b>	tbc
<b>Pay:</b>	Volunteer Expenses for travel and other requirements for engagement are paid.
<b>Time requirement:</b>	Working hours are flexible across the week, with some set meeting times.

## Social Media Support Role Specific Responsibilities

The Social Media Support role will work closely with the Women's Board and Teams.

**Specific duties include, but are not limited to:**

- Contribute content ideas towards all AFCW Ladies platforms and oversee the day-to-day of the content calendar for AFCW Ladies platforms, in particular - Instagram
- Imagine, produce, and post content for the AFCW Ladies social platforms
- Provide live game coverage on weeknights and weekends, as appropriate
- Engage and build relationships with fans, players, and teams on social media
- Collect data and regularly track success of social posts.
- Collaborate with others within AFCW
- Other duties as assigned

## Person Specification

<b>Attainment &amp; qualifications</b>	Social media experience especially Instagram and Facebook Competent IT Skills
<b>Experience &amp; abilities</b>	Up to date knowledge and understanding of the AFCW Ladies Excellent interpersonal, verbal, and written communication skills A track record of excellent project management skills (accuracy, organisation, attention to detail, scheduling, problem solving and monitoring) Working as part of a small team, or steering group, and decision-making Ability to be efficient, work well under pressure and be adaptable Ability to commit to the time and capacity requirements of AFCW Ladies
<b>Personal attributes</b>	Excellent interpersonal and communication skills Able to handle confidential material and information Strong team player Flexible and adaptable Enthusiastic and hard-working Problem-solving Well organised, able to prioritise, work to deadlines and work on own initiative Calm under pressure and common-sense approach Committed and pro-active member of the team Conscientiousness and attention to detail
<b>Interests</b>	Any relevant to the role or work of the club Interested in women's football, player welfare and development

## Diversity and Inclusion

AFCW is committed to improving the diversity of the club and believes that representation is important in order to reflect our diverse community. We actively seek applications from people with a disability and people from a minority ethnic background for all roles.