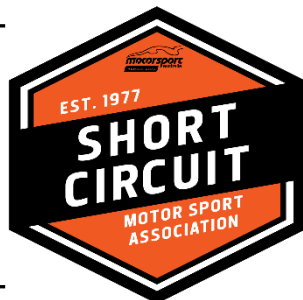


SHORT CIRCUIT MOTOR SPORT ASSOCIATION INC

Servicing motorsport in Queensland since 1977

President: Moss Lane
Vice-President: Dan O'Mara
Secretary: Charlotte Kelly
Treasurer: Cassie Lepp
ABN 52 502 752 630
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Toowoomba Qld 4350
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Role Description: Facebook Administrator - Short Circuit Motor Sport Association Inc.

Purpose of the Role

The Facebook Administrator manages the Short Circuit Motor Sport Association Inc. (SCMSA) official Facebook page to ensure accurate, timely, and engaging content is shared with the community. This role supports SCMSA's communication strategy by promoting events, maintaining the page's security, and fostering a positive and professional online presence. The Facebook Administrator works closely with the Media & Merchandise Coordinator and follows their guidance on content and strategy.

Key Responsibilities

1. Content Management

- a. Post updates, announcements, and event information as directed by the Media & Merchandise Coordinator and SCMSA Committee.
- b. Monitor page activity to ensure that content aligns with SCMSA's values and objectives.
- c. Engage with followers by responding to comments and messages in a professional and timely manner.

2. Collaboration with Media & Merchandise Coordinator

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Clubs affiliated with SCMSA

Downs Motorsport Club - Lotus Club of Qld
Ipswich West Moreton Auto Club
Tamworth Sporting Car Club - Millmerran Auto Club



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- a. Work closely with the Media & Merchandise Coordinator to develop and schedule content, ensuring consistency with SCMSA's communication strategy.
- b. Receive content guidance and promotional materials from the Media & Merchandise Coordinator to ensure all posts align with organisational branding and messaging.
- c. Provide feedback on content performance and suggest ideas to improve engagement.

3. Security and Privacy

- a. Maintain administrative access securely, ensuring the page is protected from unauthorised access or misuse.
- b. Ensure all posts, comments, and shared content comply with SCMSA's privacy policies and Motorsport Australia's social media guidelines.
- c. Regularly review page permissions and settings to maintain security.

4. Community Engagement

- a. Foster a positive online environment by moderating discussions and removing inappropriate or harmful content.
- b. Encourage community participation by promoting interaction and addressing inquiries professionally.
- c. Highlight and share community achievements or contributions relevant to SCMSA.

5. Analytics and Reporting

- a. Monitor page performance using Facebook Insights, providing feedback on engagement levels and follower activity.
- b. Prepare reports on campaign performance and community feedback to assist in refining communication strategies.

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6. Page Development

- a. Ensure the page remains visually appealing and up-to-date with current branding, images, and event banners.
- b. Suggest and implement improvements to enhance follower engagement and reach.

Key Behaviours

- **Professionalism:** Represent SCMSA with integrity and maintain a respectful tone in all interactions.
- **Responsiveness:** Address inquiries, comments, and issues promptly to foster positive community relationships.
- **Attention to Detail:** Ensure posts are accurate, free of errors, and aligned with SCMSA's standards.
- **Collaboration:** Work effectively with the Media & Merchandise Coordinator working through any issues that might present themselves and function as a team by following their guidance for content and strategy.
- **Confidentiality:** Protect sensitive or internal information and ensure all posts comply with SCMSA's privacy policies and Motorsport Australia Social Media Policy.

Qualifications and Skills

- Familiarity with Facebook page management tools, including scheduling, moderation, and analytics.
- Strong written communication skills and an understanding of professional social media etiquette.
- Ability to create visually appealing posts using basic design tools (preferred).
- Experience in management social media for organisations or events (preferred).