



Moreton City Excelsior Football Club

Committee Position – Digital Marketing & Brand Officer

The Digital Marketing and Brand Officer would sit on the Committee and duties shall be:

- Responsible for creating digital templates for use on MCE social media platforms to promote club events (including senior team games, social events, key dates and successes).
- Ensuring digital content is professional and reflective of MCEs branding guidelines and club ethos. Generate content which promotes MCE club culture.
- Support the Communications and Media Officer to promote articles, game outcomes and other media opportunities.
- Develop partnerships with key members of technical, senior coaching teams and committee members to seek opportunities for promotion of club.
- To have an understanding of trending content to increase engagement via social platforms, and ultimately at club events to maximise attendance at home games, social and fundraising events.

The ideal person for this role would be familiar with digital marketing platforms, such as Facebook Business Manager & Instagram as well as competent in basic graphic design with the ability to use Canva and navigate Content Management Systems for Websites.

