

MEDIA CHAIR

SLVYHA Volunteer Role · More Committed

THE QUICK VERSION

What it is: Builds SLVYHA's public identity, runs social media and the website, and keeps association information accurate and current.

Time commitment: Handbook estimates up to about 10 hours per week; in practice the marketing workload runs higher during the active season.

When: Year-round, with heavier stretches during the season, campaigns, and events.

Requirements: - Handbook suggests 1-2 years of social media management, website administration, or digital marketing experience, plus content-creation skills -

Good for you if: You're creative, comfortable with design and social tools, organized across many deadlines, and can represent the association professionally.

Can you still watch your kid play? Often you'll be capturing content at games, so you're there but working.

WHAT YOU'LL DO

- Create and maintain a strong identity for SLVYHA in the community
 - Run social media (Facebook, Instagram, TikTok) with accurate, detailed posts
 - Maintain the website: association info, registration, sponsorship
 - Produce content: graphics, reels, game coverage, campaigns
 - Handle sponsor deliverables (logos, links, spotlights) with info from the Fundraising Chair
 - Work with other roles as needed, with oversight from the board
 - Deliver the Media Chair report at monthly board meetings
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HOW TO DO IT

- Coordinate with information sources (Treasurer, Secretary, Registrar, Director of Operations, Fundraising Chair, coaches) for accurate details
 - Keep all content family-friendly, apolitical, SafeSport-compliant, and within brand voice
 - Never tag minors or post players' full names
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WHAT'S PROVIDED VS. WHAT YOU BRING

Provided: Access to the association's social media accounts and website.

You bring: Design/content skills, tools, and a lot of organized hustle.

WHAT "DONE WELL" LOOKS LIKE

SLVYHA looks professional and consistent everywhere, information is accurate and current, campaigns run on schedule, sponsor deliverables are met, and everything stays on-brand and SafeSport-compliant.

WHO TO ASK WHEN YOU'RE STUCK

Reports to / coordinates with: The Governing Board (oversight); coordinates with nearly every role for information.

Questions about this role: the board

INTERESTED IN A ROLE THAT'S ALREADY FILLED?

Don't wait for it to open up. Reach out to the person currently in the role, let them know you're interested and willing to help. Many hands make the work lighter, most role-holders are glad to share the load, bring on an assistant, or start showing someone the ropes for when the seat does open.

HOW TO SIGN UP

This is an appointed position. To be considered:

1. Send the board your statement of interest and a short bio.
2. The board votes on appointments at the following monthly meeting.
3. Once appointed, complete any required training (see Requirements above).

What happens after you're appointed: You'll get access to the social media accounts and website, and be introduced to the roles you'll pull information from.

Questions about volunteering in general? See the Get Involved section of the Resources Tab, or contact the board.

Full official duties: see the SLVYHA Bylaws (Article V) and Handbook.
