

## Position Available CDBA Social Media Specialist

**Reports to:** CEO

**Start date:** September 2025

**Position type:** Permanent Part Time – 10 hours a week.

Camberwell District Basketball Association (CDBA) is seeking a highly motivated and engaging Social Media Specialist for our growing organisation.

### Purpose

The Camberwell District Basketball Association (CDBA) Social Media Specialist role exists to ensure the seamless and effective management of all social media accounts. The role will enhance the Association's online presence and engage with its target audience on all social media platforms. We are looking for someone with a creative mindset and willingness to think outside the box to create engaging content.

### Major Responsibilities

- Develop an ongoing social media calendar to ensure a constant supply of relevant content for all social media channels
- Manage communications for the CDBA on various social media platforms
- Stay up to date with social media marketing trends and potential new channels and strategies
- Drive targeted website traffic and track success of each source
- Develop and manage events, programs and promotions when required
- Engage with our online communities, responding to comments, messages and interactions to drive engagement.

### Key Requirements

- Thorough understanding of all major social media platforms
- Excellent communication, interpersonal skills and a high level of attention to detail
- A team player who is willing to work with various internal and external stakeholders
- A high level of self-initiative and drive
- Exceptional organisational and administrative skills.

Please email your application, including cover letter and detailed resumé, to Ross Wignell: [ceo@camberwellbasketball.com](mailto:ceo@camberwellbasketball.com)

Applications close at 5pm on Friday, September 5, 2025.