



MEDIA COORDINATOR – General Committee Role

Objectives

- To provide co-ordination of the club's website and social media activities.
- To provide support to the Executive Committee through the efficient operation of the club website and social media.

Responsibilities

- Create a communication strategy and break it down into pre, during and post season.
- Work out which social media platforms and strategies best suit the success of your communication strategy, club goals and objectives.
- Review and update the social media policy (code of conduct).
- Actively update the club's social media channels throughout the week during the season (e.g. updating scores, results, achievements, injuries etc.)
- Promote club events and activities as well as special promotions or offers from sponsors.
- Team up with all divisions of the club to ensure their message and stories are being continually promoted and communicated.
- End of season, review and remove access to the list of people who access to the club's social media sites for those who no longer wish to have access.
- Review your communication strategy from the season and make recommendations or changes to the committee for next season.
- Ensure all website articles comply with Federal and State legislation in relation to privacy, gender, race and religious regulations
- Assist other Committee members in their duties as required.
- Undertake tasks at the request of the President, Executive or General committee.

Relationships

- Reports to the Secretary.
- Liaises with the President, Executive Committee and all club members.

Accountability

- The Media Coordinator is accountable to the Secretary.
- Provide a report on any aspect of portfolio operations to the Committee when requested.
- Seek ratification from the Secretary prior to committing the Club to any financial expenditure or action.