



## MEDIA AND COMMUNICATIONS MANAGER

### Goal Statement:

The Media and Communications Manager oversees the effective and efficient delivery of the media channels to ensure optimal awareness of the Club.

### Objectives:

- Oversee all media channels, including but not limited to the Club's website and social media channels to gain awareness in the community
- Provide support to the President of the Club
- Provide support to the Executive and Committee members to ensure the efficient operation of the Club

### Responsibilities:

- Maintain up to date club information on website and social media channels, including but not limited to contact details, training information, club functions and player milestones
- Obtain and publish weekly match reports from team coaches, team managers on Club website, as well as in the local newspaper
- Maintain an effective Communications and Social Media policy and syndicate with Club Members
- Obtain and publish sponsor information in collaboration with the Sponsorship Coordinator
- Uphold and actively promote Club values throughout the Club as a whole
- In collaboration with the Development Manager, create promotional advertisements, including but not limited to fliers and posters, for distribution at recruitment opportunities
- Provide a report on portfolio operations at the monthly committee meetings
- Undertake tasks at the request of the President, Executive or General Committee with Executive, Committee, Senior and Junior Teams of the Club
- Be committed to and identify any opportunities to further grow the DCWFC and its members into the future
- Report on activities of the portfolio to the membership at the Annual General Meeting
- Seek ratification from the appropriate Committee member prior to committing the Club to any financial expenditure or action
- Provide feedback to the Committee at the end of season on improvement opportunities

### Relationships:

- This position will liaise with associated media outlets, including but not limited to AFL, VFL, NFNL, local secondary colleges, primary schools, radio and local newspaper
- This position will liaise with and have regular communication with committee members

### Qualifications:

- Working With Children's Check

### Accountability:

- The Media and Communications Manager is accountable to the Club President and general committee

Committee Member Name: \_\_\_\_\_

Committee Member Signature: \_\_\_\_\_ Date: \_\_\_\_\_