



# HUNTER WESTERN HORNETS TOUCH FOOTBALL

## POSITION DESCRIPTION

### **MEDIA & COMMUNICATIONS MANAGER**

#### **Preamble**

*The Media and Communications Manager sources and provides the information and stories for the local media such as local newspapers, radio and TV stations, as well as Hornets website/s, e-news and social media. The Media and Communications Manager will actively build relationships with the clubs local media with a view of maximising the clubs profile and awareness through local media in its community.*

*The Media and Communications Manager an appointed member of the Management Committee.*

#### **1. Responsible To**

- 1.1. The Media and Communications Manager is responsible to the ASSISTANT REGIONAL DIRECTOR.

#### **2. Direct Reports**

- 2.1. Nil.

#### **3. Knowledge and Skills Required**

- 3.1. Strong Communication skills
- 3.2. Good networking and interpersonal skills
- 3.3. Strong writing skills
- 3.4. Able to meet strict deadlines
- 3.5. Strong understanding of the different club activities
- 3.6. An understanding, or a willingness to learn, how websites and email newsletters are managed and administered
- 3.7. A strong and frequent user of social media
- 3.8. The ability to plan what the clubs needs to communicate and when
- 3.9. Ability to engage people through online communication without getting drawn into negative or personal discussions.
- 3.10. Strong understanding of the club's media, social media and communication strategy's and willingness to follow them
- 3.11. Respectful and effective communication
- 3.12. Understanding how to create memes, photos and video for online communication
- 3.13. Thorough knowledge of what is going on within your club
- 3.14. Must hold a valid NSW Working With Children Check (WWCC)

#### **4. General**

- 4.1. Identify the local media whom the club would like to publish stories and identify the key reporters, producers and editors.
- 4.2. Create and maintain relationships with key reporters, producers and editors.
- 4.3. Understand how to submit stories to each of the key media outlets and when are their publication deadlines.
- 4.4. Create and maintain the media register, detailing local media reporters, producers and editors and all other key information
- 4.5. Co-ordinate the production and submission of weekly media releases, which may include quotes, articles, videos and photographs
- 4.6. Organises media coverage for publicity for club milestones, events and activities
- 4.7. Assist the Management Committee in promoting the club in the local and wider community.
- 4.8. Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity
- 4.9. Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- 4.10. Determine which social media platforms and strategies best suit the achievement of your communication strategy and club goals and objectives
- 4.11. Review and update the social media policy (code of conduct) and ensure this is provided to the Board for sign off
- 4.12. Actively update the club's different website, e-news and social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones etc)
- 4.13. Promote club's key activities and events throughout the year,
- 4.14. Promote sponsors, especially promoting special offers from sponsors, as required
- 4.15. Facilitate social media participation and engagement within club stakeholders
- 4.16. Actively engaging followers to transform visitors into advocates for the club (creating a sense of belonging between the club and each individual)
- 4.17. Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated.
- 4.18. Review the list as people who have access to each of your club's social media platforms and remove access to users, as directed by the Board.

#### **5. Meetings**

- 5.1. With the ASSISTANT REGIONAL DIRECTOR, place any necessary media or communication items on the Management Committee agenda in advance of the meeting
- 5.2. Report to the Annual General Meeting on the media and communication situation of the organisation
- 5.3. Attend all meetings, or, if absolutely unavoidable, apologise in advance for absence
- 5.4. Entitled to one vote only at a Management Committee Meeting of the Club.
- 5.5. Where Management Committee papers are circulated in advance of the meeting, read papers and consider issues before the meeting
- 5.6. Contribute to the discussion and resolution of issues at meetings and otherwise as appropriate

#### **6. Promotion**

- 6.1. Promote the organisation in the community as opportunities arise

## **7. Fundraising**

7.1. Participate enthusiastically in any fundraising approved by the Board

## **8. Legal & Ethical**

8.1. Avoid making any improper use of their position in the organisation so as to gain any material advantage for themselves, or for any other person, or to the detriment of the organisation

8.2. Avoid making any improper use of any information acquired by virtue of their position in the organisation so as to gain any material advantage for themselves, or for any other person, or to the detriment of the organisation

8.3. If they have any direct or indirect material personal interest in any contract with the organisation, inform the Management Committee immediately

8.4. If they have any direct or indirect material personal interest in any contract with the organisation, not vote in the Management Committee on that issue

8.5. If they have any non-material personal conflict of interest in any matter before the Management Committee, or believe that the perception of such a conflict might arise, inform the Management Committee immediately and follow the Management Committee's rulings as to proper procedure

8.6. At all times conduct Management Committee business politely and with consideration for others, without ill feeling, improper bias, or personal animus

## **9. Term of Appointment**

9.1. The Media & Communications Manager is appointed for a 2 Year term. (**Even Years**, i.e. 2018, 2020 etc)

## **10. Time commitment required**

10.1. The estimated time commitment required is 2.5 hours per week.

## **11. Honorarium:**

11.1. Yes. Pro rata based, paid at AGM's. (Refer to Honorarium Policy)

## **12. Position Review**

12.1. This position description will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.