



## Club Roles & Responsibilities

### Website and Social Media Communications Coordinator

#### DESCRIPTION OF ROLE

To develop and manage with committee approval the channels that the Club uses to communicate with its membership base such that there is:

Timely dissemination of quality information about Club activities to the wider membership base.

Ensure that through the dissemination of quality communications members expectations are managed and their opportunity to participate in Club activities is maximised.

#### ROLE TASKS:

Specific tasks that the Club Communication Co-ordinator will discharge are as follows:

- ✚ Ensure that a Club Information is distributed via the Club Website reliably and on time to all club members each week during the playing season
- ✚ Ensure that a Club information is available reliably during the “off season” to every registered Member of the Club from the season immediately preceding approximately every 6 to 8 weeks
- ✚ Act as the Administrator for the website and social media platforms to ensure that it is updated in a reliable, timely and regular manner with information about the Club
- ✚ Manage the Club contacts and emails ensuring that the appropriate Club official gets and responds to the communications
- ✚ Ensuring that there is alignment between the information distributed by the Club through all communication channels
- ✚ newsletter, website and PlayHQ etc. for consistency, quality and content.
- ✚ Develop proposals for the committee to improve the Clubs capacity to communicate to and involve members and interested parties in Club activities
- ✚ Develop Web-Based innovations to improve information management within the club including initiatives such as on line document management and storage.
- ✚ Lead the development of a web page based on communication medium with the membership base as a preferred alternative to existing paper and email methods
- ✚ Manage the Clubs facebook presence and mailing list in conjunction with Club Registrar

REPORTS TO: For day to day matters the Communications Co-ordinator reports to the Club President. For matters relating to the change in communication strategy then the Communications Coordinator will require majority approval from the Committee.

Time commitment – approximately 4 hours per week