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| **Employee Name** |  |
| **Position title** | **Communications Coordinator** |
| **Reports to** | Program Manager |
| **Key Objective** | **Establish and develop the communication framework within MDBA.** |
| **Key Results Area / Key Performance Indicators** | **Responsibilities** |
| Database established and maintained  Members and the community are up to date with key activities  Website is easily navigated and only current content published  Increase on hits to the web site  Increased presence on social media  Decrease in complaints escalated to COM  Ensure all actions and tasks are considerate of the financial implications to the club | * Provide overall direction and management of communication and marketing activities * Identify channels of publicity to support in raising the profile of the club * Ongoing maintenance and development of the fox sports pulse website and social media * Develop promotional materials, newsletters and advertisements ensuring timely updates * Manage photography for print and electronic communications * Source media opportunities for MDBA events and activities * Developing and managing content across the MDBA website (Wordpress platform) and Facebook page - Includes copywriting, curating imagery and publishing. * Creating and implementing bulk email campaigns (via Mailchimp) to communicate with various groups within the database  - Includes copywriting, curating imagery, creating templates and sending * Management of the database - Housed in Sporting Pulse as well as Mailchimp; the successful applicant will be required to implement a solution to aggregate the two databases and ensure opt-outs are tagged in each database. Databases also need to be segmented, cleansed and deduplicated to improve future communications * Proactive initiative - developing appropriate communications in order to keep players, parents, coaches, team managers and refs informed in a diligent manner * Manage sponsorship on behalf of the organisation including sourcing new sponsors and managing renewals * Provide high level administrative support to the Program Manager * Assistance with organising social events and functions |
| **Occupational Health and Safety** | * Recognise the duty of care to ensure that a safe workplace and safe system of work is maintained at all times * Adhere to all regulatory OHS policies and procedures |
| **Critical Competencies** | * Demonstrated strong written and verbal communication skills and experience in a similar role. Attention to detail focused with an ability to meet deadlines. An innovative and proactive individual. Must have recent experience in website editing, structure and publishing preferably using Word Press. Relevant experience producing promotional material. Friendly and vibrant personality. |
| **Authority Levels** | * The incumbent has the authority to take any reasonable actions which are consistent with the responsibilities of the position and subject to any limitations set by the COM or MDBA Policies or Procedures |
| The parties agree that the above is simply a summary of duties and responsibilities and is not intended as a full list of duties. You are required to undertake other tasks from time to time as required by the Club and within your capabilities.  This is a permanent part-time position equivalent to 4 days per week. | |
| **Acknowledgement for receipt of Position Description:**  I have received a copy of the Position Description and understand its content. I agree to fulfil the role to the best of my ability and thereby endeavour to ensure the club KRA’s and my own KPI’s are met.  Employees Signature: Date: | |