



Media & Communications Manager(s) Position Description

Overview

The Media Manager is primarily responsible for promoting the club to the wider community and managing the club's communication to members, supporters and other parties using various forms of communication including social media.

Core Responsibilities

- Develop and maintain a communication strategy for the club.
- Review and update the club's Social Media Policy as required.
- Control access to the club's media platforms including Website, Facebook, Instagram and Twitter.
- Ensure people posting on the Club accounts are aware of their responsibilities.
- Ensure that social media accounts and posts are actively monitored to ensure that offensive material is dealt with in a timely manner.
- Counsel members and supporters when inappropriate content is published.
- Maintain the club website with news and events.
- Ensure news and events are publicised via official club social media.
- Assist recruiting with social media posts and advertising.
- Prepare and circulate a "whole of club" monthly email newsletter.
- Ensure photos are taken at club events.

Additional Responsibilities

- Adhere to the Terms of Use of the relevant social media platform / website.
- Adhere to copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
- Adhere to the club's Social Media Policy and Privacy Policy.
- Ensure any announcements are first authorised by the President or Executive Committee.
- Train, mentor and support an incoming Media Manager.

Knowledge and Skills Required

- Informed of all club activities including those of sub committees.
- Knowledge of the Club Social Media Policy and Privacy Policy.
- Knowledge of copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
- Knowledge of MyCricket website maintenance and social media software functionality.

Personal Qualities



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- Excellent written communication skills.
- Ability to manage social media accounts

Qualifications

- None required.

Expected Time Requirement

Approximately 100 hours per annum.