

POSITION TITLE: PUBLIC RELATIONS COORDINATOR

POSITION NUMBER: TNC06

REPORTS TO:

President, Tango Netball Club
Management Committee, Tango Netball Club

TYPE OF POSITION:

- Volunteer
 Remunerated

Period of appointment:

- 1 year
 2 years
 Other (please specify)

Date developed: 1 July 2015

Review date: 1 July 2017

TANGO NETBALL CLUB

Mission Statement:

Provide a community based netball environment that supports wholesome competition and personal development opportunities for all members to be the best they can be in netball through programs based on excellence and principles relating to equity and ethical behaviour.

Vision

To be held in the highest regard as a progressive premier league netball club that supports personal development through excellence and ethical behaviour.

Tango Netball Clubs expectations:

- The successful applicant is expected to adhere to all Tango Netball Club policies and procedures
- Represent Tango Netball Club in a positive and professional manner at all times
- Hold all information obtained as part of this role and all dealings with the Tango Netball Club as confidential.

Role Overview:

This position forms part of the Management Committee of the club. The incumbent is elected by majority vote at the first Management Committee Meeting following an Annual General Meeting to:

- Manage media platforms relevant to publicity and marketing inside and outside the club.
- Manage the supply of club information in a timely manner to meet club expectations.

Principal Accountabilities:

1. Prepare a public relations plan for approval by the Management Committee.
2. Produce a newsletter for electronic distribution to club members.
3. Plan messenger press or other media strategies in consultation with the President.
4. Coordinate development of the club website to ensure the site remains relevant and up to date.
5. Manage the distribution of public relations and marketing information inside and outside the club using social media and other electronic forums to maximise exposure about club activities and business.
6. Monitor effectiveness of club publicity initiatives and member satisfaction through surveys or other platforms and report on areas for improvement in accordance with Management Committee requirements
7. Attend meetings of the Management Committee and report as required.
8. Provide assistance within the club as a member of the Management Committee.



Qualifications/Experience:

Essential:

Current National Police check (or application in accordance with club policy).

Desirable:

- Previous experience in netball administration.
- Previous leadership/management experience.

Desired Capabilities:

1. Communication skills – written and verbal.
2. Computer literate involving social media and other programs.
3. Able to work in a team environment.

Position Summary:

The Public Relations Coordinator is responsible for managing publicity and marketing inside at the club using electronic media to maximise exposure and measure the effectiveness of communication in accordance with Management Committee requirements. The use of social media involving the club website and other platforms are particularly relevant due to their importance in conveying required information in formats popular with the majority of members. The position is responsible for liaison with Messenger Press and presenting information for publication in accordance with plans approved in consultation with the President. The Public Relations Coordinator works closely with the President and other club officials to provide focus for the effective conduct of club business in liaison with persons inside and outside the club.

Approved: _____

President Tango Netball Club

Date: / /

Accepted: _____

Name: _____

Date: / /