

POSITION DESCRIPTION

Social Media and Communications Coordinator



Non-Committee Role

Non-committee level position

Objectives

- To coordinate regular and consistent social media across the Association's social media platforms¹.
- To support the Association and member tennis clubs through the efficient generation of social media and comms.
- To support the success of Association competitions, events and other activities through effective social media and comms.
- To contribute to and be the key point of contact for any student projects related to social media, marketing and communications.

Responsibilities

- Develop and maintain the Associations' social media and manage its ongoing administration.
- Input to the design and messaging of Association communications and communication channels.
- Manage Association accounts relating to social media and software for the production of communications and marketing materials.
- Ensure that all materials and communications issued by the Association are brand consistent.
- Liaise with stakeholders to ensure the social media reflects current opinions of the Association.
- Be aware of innovations in social media.
- Ensure all social media articles comply with federal and state legislation in relation to privacy, gender, race and religious regulations.
- Contribute to and be the key point of contact for any student projects related to social media, marketing and communications.
- Assist other committee members in their duties as required.

Relationships

- Member of the Systems Sub-Committee, chaired by the Association Vice President.
- Liaises primarily with the President, Secretary and members of the Systems Committee.

Accountability

- Attendance at Systems sub-committee meetings (in person at Doveton or via Teams).
- Provide reports on any aspect of social media and communications operations when requested.
- Seeks ratification from the Systems Sub-Committee prior to committing the Association to any financial expenditure or action.

¹ Including, but not limited to: Facebook (2 sites), Instagram, Youtube