



## POSITION DESCRIPTION

### JOB TITLE:

Media Coordinator

### OBJECTIVE:

To publicly promote timely, accurate and positive club information to the wider community.

### RESPONSIBILITIES:

- Update all fixture results on-line.
- To be FV Communications point of contact for all publicity and media related issues.
- To develop and discuss potential publicity opportunities with FV Communications.
- Regularly update the club's website and social media accounts to keep club supporters and other stakeholders informed.
- Receive articles from the Communications Officer for distribution in the monthly newsletter/e-newsletter for club members and supporters.
- Provide the FV Communications team with any positive club stories received from the Communications Officer for wider distribution on the FV website and other media channels.
- In consultation with the Communications Officer, provide Council with positive club stories for monthly/quarterly newsletter/ e-newsletter.
- In consultation with Communications Officer, provide local newspapers with a minimum of four positive club stories per year.
- In consultation with Communications Officer and Sponsorship Coordinator, ensure our sponsors are kept update with club stories, with newsletters/e-newsletters being distributed to them

### RELATIONSHIPS:

- The Media Coordinator reports to the President, Secretary and General Committee.
- Liaises with FV Communications, Council Sport and Recreation Department, local media, Communications Officer and Sponsorship Coordinator.



## **ACCOUNTABILITY:**

- The Media Coordinator is accountable to the President, Secretary and General Committee.

## **ESSENTIAL SKILLS:**

- Passionate and dedicated to promoting the club to the wider community.
- Good communication skills or the ability to develop skills with assistance from FV Communications.
- Ability to produce news articles and match reports.
- Ability to source club photography to support news articles.
- Computer literate in the various Microsoft applications.
- Experience in website development or maintenance.
- Creativity to produce visually pleasing communications.
- Understanding of effective communication via different social media platforms.