

# RAIDERS NETBALL COMMITTEE

## POSITION DESCRIPTIONS



### MARKETING/COMMUNICATIONS COORDINATOR

Promote the club's activities in a timely manner through all forms of media, including social media platforms, emails and newsletters

#### Responsibilities and duties

- Understand the key social, fundraising and club activities that will take place throughout the year and develop strategies to support and promote each activity e.g Sign on Day, Meet and Greet, End of Season presentation
- Determine which social media platform best suits the achievement of club goals and objectives
- Actively update the club's different social media platforms through the week during the season
- Preparing and publishing a regular newsletter (Raiders Rundown on a fortnightly basis), by liaising with Team Managers and Committee members to obtain content for newsletter
- Promote sponsors and special offers from sponsors on social media platforms
- Promote the RNA and Carina Tigers on social media platforms
- Actively update the content for the Raiders website, as required
- Maintain a list of current members who have administration access to club social media platforms
- At the end of each season, require the list of people who have access to the club's social media sites and remove access to those who no longer require the access
- At the start of each season, liaise with schools and other similar organisations to promote registration such as advertisement in school newsletters.
- Attend and assist at all club events and activities, where possible
- Represent the club in a professional, positive and appropriate manner
- Perform other related activities as determined, in consultation with the management committee