**Aveley Junior Football Club Inc.**
A.B.N. 81 603 471 751 | www.aveleyfootballclub.com.au
Turkich Parade Oval, Bolero Road, Aveley | PO Box 2379, Ellenbrook WA 6069

# MEDIA COORDINATOR JOB DESCRIPTION

All executive and general committee members are responsible for acting in a manner which brings credit to the club and abides by all club, association, local district and W.A.F.C policies.

## Objective

- To promote and market the club in the local and wider community in a positive light at all times.
- To provide support to the President and other committee members to ensure the efficient operation of the club.

## Responsibilities

- Attend monthly club committee meetings and provide input to relevant topics.
- Act as the primary contact person for all media requirements.
- Actively update the club's different social media platforms.
- Continually aim to make improvements to the clubs social media platforms in consultation with the committee.
- Promote club activities and events throughout the year.
- Promote sponsors, including promoting special offers from sponsors.
- Collaborate with Auskick and Junior teams to ensure their message and stories are being continually promoted and communicated.
- Prepare club newsletters and flyers.
- Develop templates for promotional advertising.
- Assist the committee with marketing, advertising and new business ideas.
- Coordinate team/end of year photos and photos for website / newsletter.
- Attend club social events – family nights, presentation days and fundraisers.
- Maintain confidentiality about club and committee matters.

## Accountability

- The Media Coordinator is accountable to the President and general committee.
- Must seek ratification from the committee prior to committing the club to any financial expenditure or action.

| Date | Item |
|---|---|
| 01 MAY 2018 | **Drafted** |
| 12 SEP 2018 | **Adopted by Committee** |
| 12 SEP 2019 | **For Review** |