



Position Description - draft

Title: Marketing Officer

About: Custodian of Club brand and leader of the marketing team.

Reports to: President

Responsibilities:

- Be responsible for all aspects of Club marketing.
- Responsible for compilation, printing and distribution of the Annual Report.
- Identify potential marketing opportunities for the Club.
- Manage relationship with external Club print partner.
- Coordinate all production of printed materials.
- Responsible for brand management, develop and maintain brand guidelines and ensure compliance.
- Responsible for production and sale of Club merchandise.
- Supervise the Digital and Communications Officers.
- Undertake any agreed task assigned by the President or the Management Committee.
- Be prepared to attend as far as possible, all Management Committee meetings of the Club.
- Prepare an annual report.

Committees:

- Be a member of the Administration Committee

Qualifications:

- Be a member of Whale Beach Surf Life Saving Club Inc.
- Experience in marketing, brand management and strategy.

Skills:

- Strong written and spoken communication skills.
- Creative flair, think outside the box.
- Strong time management and organisational skills.
- Ability to work unsupervised and be self-motivated.
- Able to lead a team and effectively delegate tasks.

Date: 7 July 2016



Position Description - draft

Title: Communications Officer

About: Create, implement and oversee both internal and external communications.

Reports to: Marketing Officer

Responsibilities:

- Establish a protocol for a fully integrated communication with members to ensure all are informed about Club activities, Patrol advice, training and competition activities.
- Oversees communications to members via mail, website and Facebook in accordance with accepted Club and SLSA standards.
- Responsible for obtaining positive publicity in media and local community about club activities,
- Field contact from media seeking information/comment on local and lifesaving issues.
- Be responsible for the overall media coverage of relevant matters pertaining to events conducted by the Club.
- Endeavour to create a good public relations image with the media, general public and supporters of the Club.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Overseeing the social media strategy for the company.
- Design, build and maintain Club social media presence.

Committees:

- nil

Qualifications:

- Up-to-date with the latest trends and best practices in digital/social media.
- Experience in communications and public relations.

Skills:

- Strong written and spoken communication skills.
- Strong time management and organisational skills.
- Creative flair, think outside the box.
- Ability to work unsupervised and be self-motivated.
- Strong social media skills.
- Strong email marketing skills.

Date: 7 July 2016



Position Description - draft

Title: Digital Officer

About: Manages all web content and projects related to the Club website.

Reports to: Marketing Officer

Responsibilities:

- Develop, manage and update website content.
- Ensure website functionality.
- Ensure domain registration and hosting are current.
- Maintain website design.

Committees:

- nil

Qualifications:

- Experience and knowledge of Web design and development.

Skills:

- Attention to detail
- Creative flair, think outside the box.
- Strong time management and organisational skills.
- Ability to work unsupervised and be self-motivated.
- Strong written and spoken communication skills.
- Strong design skills.

Date: 7 July 2016