



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 EDM 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:

- Marketing sub-committee

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 May 2022