

Mullaloo Surf Life Saving Club

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Family, safety, respect, excellence, integrity and unity.

COMMUNICATIONS MANAGER (Volunteer Role)

POSITION DESCRIPTION

Purpose:

Working closely with the GM Marketing and Executive the Communications Manager is responsible for the development, positive positioning and ongoing management of the communications of Club activities.

The communication objectives will ensure building understanding and support from Club members and associates as well as influencing positive opinion and behavior from current and potential stakeholders.

Role and Authority:

- The position lies within the Marketing portfolio
 - Reporting to the GM Marketing
 - Direct Report - Publicity Officer
 - Liaising with the Marketing Coordinator, Retail Manager and Sponsorship Manager, Fundraising Coordinator, Retail Assistant Coordinator
 - Collaboration across all functional areas and Executive
- Liaising with the GM Marketing to identify opportunities to deliver revenue streams for MSLSC
- Ensure efficient and effective communication to the Marketing Team and other key stakeholders to ensure continuous engagement.
- Liaising closely with the Marketing Coordinator for collaboration on internal and external communications proposals.
- Ensure efficient and effective communications to all club stakeholders.
- The position has the authority to initiate media releases in collaboration with the Marketing Coordinator.

Responsibilities:

- Internal Communications
 - Develop and initiate a Communications Strategy in collaboration with the Marketing Coordinator and GM Marketing
 - Liaise with the Marketing Coordinator for input on marketing media
 - Creation and management of various communication avenues to ensure all stakeholders are informed of all club activities
 - Develop and ensure compliance to Club communication by laws
- Social Media



- Develop and initiate a Social Media strategy to fully engage all club stakeholders
- Mediating the content in related social media sites including facebook, twitter or other sites ensuring content is both positive and within SLSA and the club social media guidelines.
- Website
 - Collaboration with GM Marketing, Marketing Coordinator and other executive and board members for the development and management of a new club website.
 - Monitoring website trends to adapt content in line with the wider communications strategy
 - Digital communications analysis and reporting including
 - Monitoring website hits and trends
- External Communications
 - Direct Report - Publicity Officer
 - Liaise with the Marketing Coordinator for input on marketing media releases
 - Generate media releases that promote the benefits of the Club and its sponsors.
- Regular attendance at monthly Managers' meetings
- Timely monthly reporting

Knowledge and Skills Required:

- Solid understanding of all club activities
- Financial Member of Mullaloo SLSC
- Current and clear holder of Police Blue Card
- Communications Management experience (+5yrs)
 - Excellent written and oral communication skills
 - Excellent interpersonal skills
 - Must be able to multi task
- Solid knowledge and experience of digital media/social media

Period of Appointment & Time Commitment

- The position has a tenure period of one year. After this time the incumbent is able to re-apply for the role.
- An estimated 4-8 hours per week will be required to fulfill the role.

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| Review Date: | Next Review Date: |
| Reviewed By: | Approved By: |