

# Position Description – Communication Director

Port Adelaide District Hockey Club



The role of the Communication Director is to create, organize, and manage all communication related to the club as required.

## 1 Desirable Attributes:

- Communication
- Writing skills
- Relationship management
- Organisation
- Attention to detail
- Knowledge/ Passion for content creation
- Confidentiality
- Knowledge/Willingness to learn software such as Mailchimp, Canva

## 2 Responsibilities include:

- Leading and managing subcommittee teams in areas such as media, player communication, club communication, events, sponsorship
- Creating, editing and scheduling weekly Club communication
- Updating the website
- Writing all Club communication for events, special functions, deals etc.
- Overseeing social media platforms ie. Instagram and Facebook
- Growing the game with market research
- Ensuring media policies and practices are up to date and followed
- Liaising and building sponsorships
- First point of all Club contact
- Writing media releases to highlight key activities/stories about the club

## 3 Time Commitment

- The estimated time commitment required as the Communication Director is about 10 hours per week.

# Position Description – Communication Director

Port Adelaide District Hockey Club



## 4 Conflict

- If the Communication Director becomes aware of a personal conflict of interest, real or perceived, between themselves and the club, they should immediately notify the Club President of the conflict, who will immediately inform all other board members.

## 5 Member Protection

- Communication Director is required to obtain a Working With Children Check (if usual duties involve, or are likely to involve, contact with a child (under 18))