



Communications Officer Position Description

The Communications Officer of Mt Carmel Tennis Club is in charge of managing the club's social media platforms, and external media offerings to grow, engage and promote the club's audience. The Communications Officer will work closely with the Committee to ensure the club values are always being portrayed accurately.

Desirable Attributes

The Communications Officer should:

- Have a friendly and approachable manner
- Be a dedicated club person
- Obtain strong writing skills
- Be able to meet strict deadlines
- Be a frequent user of social media sites
- Have a strong understanding on the operations of the club
- Have good networking and interpersonal skills
- Maintain confidentiality on relevant matters
- Hold or willing to apply for a current volunteer's Working With Children Check or equivalent

Responsibilities

The general responsibilities of the Communications Officer are varied and often receive assistance from other club members in terms of posts, creativity, content and communication. They may include, but are not limited to the following responsibilities:

- Manage the club Website, Facebook and Instagram pages
- Actively update each social media platform with club content and updates to build the club audience
- Create marketing information which can be provided to current and potential participants to assist in recruiting new players to the club
- Create posters, flyers, brochures, emails, as required to communicate with the club's members
- Promote the club's key activities and events throughout the year
- Be respectful and effective in the communication delivery
- Collaborate with all areas of the club (e.g. social, competition, coaching, night, day, junior, senior groups) to ensure all divisions have their message and stories continually promoted and communicated
- Liaise with the club Committee to review communication effectiveness and strategy

If at any stage the Communications Officer becomes aware of a personal conflict of interest, real or perceived between themselves, the club or team selections, they should immediately notify the Club President of the conflict who will immediately inform all other committee members.

The estimated time commitment required as the Communications Officer is 4 hours per week.