

# Position Description – Marketing and Promotions



*Length of Term: Two Years*

**Mission:**

*“In partnership with our clubs, support, encourage and grow golf in an enjoyable environment”*

**Vision:**

*“To be engaging and supporting leaders to the WDGA member clubs.”*

## Purpose

The Marketing and Promotions Officer is a member of the WDGA Executive. The role of the WDGA Marketing and Promotions is to provide the widest possible media coverage for both WDGA and member clubs.

## Key Roles & Responsibilities

### Compliance

- To be aware of Privacy Act when sourcing information and articles for publishing
- To be comply with Golf Australia Social Media Policy as appropriate
- To ensure compliance with legislation in regard to copyright and Intellectual property
- To be conversant with WDGA Constitution and By- laws.
- Ensure that relevant Risk Management, Safety, and Member Protection policies and procedures are followed accordingly.

### Strategy and Policy

- To be involved in the Strategic Planning Process and achievement of goals
- Ensure appropriate procedures are in place in relation to use of social media.

### Accountability and Public Relations

- Keep the WDGA secretary and Executive informed of any media activities
- To provide reports to Executive meetings
- Acts as a liaison officer for the media between WDGA and member clubs
- To act as liaison between WDGA and website creator Virtual Bean
- To promote WDGA and club events and write and issue regular media releases concerning upcoming events, club activities and achievements
- To assist Executive with sponsorship for WDGA
- To work in conjunction with Captains and Secretary in relation to development and finalization of forms and flyers
- To manage media relationships and press releases in conjunction with WDGA President
- To source results/pictures to use for social media, Facebook and website.

### Document Management

- To keep a register of all media articles
- At the end of each year a key activity of the Media and Promotions Officer will be to review and revise their position description and any other policies and procedures for which they are responsible to ensure it they continue to reflect the requirements of the role. The updated Position Description and other documents must be provided to the Secretary prior to the Annual General Meeting each year.

## *Essential Skills & Requirements*

- ❑ Computer and social media literacy.

### **Related Documents:**

1. WDGA Code of Conduct
2. WDGA Committee Charter
3. WDGA Strategic Plan

Reference:Golf Australia Social Media Policy 11 June 2019.