**[Club Name]**

position description –Newsletter Coordinator

Pony Club is committed to protecting Children from harm. We require all applicants that will work with Children to undergo an extensive screening process prior to appointment.

# REPORTS TO

* Club Committee

# PURPOSE

*(Note: This is likely to be a role that is not necessarily a committee member, reporting to the club committee should be clearly defined and outcomes ideally based off a strategic plan.)*

The Newsletter Coordinator creates the club newsletter to keep stakeholders engaged with the club and its activities, whilst building an audience and investment opportunities.

# Role REsponsibilties

## Prior to the season

* Understand the key social, fundraising and sporting activities that will take place throughout the year and develop website and email newsletter strategies to support and promote each activity.
* Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
* Review and update the social media policy (code of conduct) and ensure it adequately covers email newsletters. Ensure the revised social media policy is provided to the committee for sign off.
* Recruit and train your email newsletter team.

## During the season

* Actively update the club’s different email newsletter throughout the week during the season (updating followers on scores, results, injuries, achievements milestones etc)
* Promote club’s key activities and events throughout the year,
* Promote sponsors, especially promoting special offers from sponsors which people love.
* Promote the club’s social media platforms.
* Facilitate social media participation and engagement within club stakeholders.
* Actively engaging followers to transform visitors into advocates for the club. (creating a sense of belonging between the club and all stakeholders)
* Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated.

## OTHER DUTIES

* Report activities to the membership at the Annual General Meeting.
* Assist other committee members in their duties as required.

# End of year hand over

## Updating key documents

At the end of each year a key activity of this role will be to review and revise this position description to ensure it continues to reflect the requirements of the role. The updated position description must be provided to the club secretary one month prior to the Annual General Meeting each year.

## Induction of the incoming position holder

An important responsibility of the outgoing position holder is to train, mentor and support the incoming position holder.

# CODE OF CONDUCT

I agree to be bound by the Pony Club Australia Code of Conduct, all National Integrity Framework policies and other rules, regulations and policies of the organisation.

**conflict of interest**

If at any stage you become aware of a personal conflict of interest, real or perceived, they should immediately notify the Club Committee, where it will be noted and managed as required for transparent management.

# EDUCATION & SKILLS

**ESSENTIAL:**

* Hold a current membership with Pony Club.
* Must have a working with children check registered on the Association database and registered with the organisation as required.
* Must have completed and registered on the Association database the following courses:
  + Safeguarding Children and Young People in Sport Induction
  + National Integrity Framework
  + Anti-Doping Fundamentals
  + Annual Update

## DESIRED:

* An understanding, or a willingness to learn, how websites are managed and administered.
* A strong and frequent user of social media.
* The ability to plan what the club needs to communicate and when.
* Strong understanding of the club’s communication strategy and willingness to follow it.
* Respectful and effective communication.
* Thorough knowledge of what is going on within your club.

# TIME COMMITMENT

The estimated time commitment required for this position is XX hours per week.

# Terms of Engagement

One year – position up for re-election at club Annual General Meeting.  Tenure is unlimited.

# Remuneration

This position is undertaken on a voluntary basis.

# Agreement

I, ………………………………………………………………………….., herby agree to accept and undertake the position as outlined above and abide by all Club policies and procedures.

Signed: Date:

Signed: (Chair) Date: