**[Club Name]**

position description – Marketing/communications 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
* Club President (Chair)

# 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 Marketing and Communications Coordinator purpose is to promote and market the club in a positive light.

# Role REsponsibilties

* Oversee club social media platforms (working with the Social Media Coordinator).
* Assist in the review and delivery of the communication plan and marketing plan.
* Assist in the review and update marketing and communication policies where required.
* Work with all areas of the club to ensure messages and stories are being continually promoted and communicated.
* Ensure all marketing and communication strategic objectives are met.
* Prepare marketing and communication reports for club committee.
* Assist with attracting and securing sponsorship.
* Main contact person for all media requirements
* Assist committee with marketing and new business ideas.

## 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:

* Experience or qualification in marketing and/or communications
* Effective communication skills
* Organisational skills
* Positive and enthusiastic

# 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: