**[Club Name]**

position description – website 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

The Website Coordinator ensures the website is up to date and accurately communicates what the club aims to do, what is it actively doing and how to contact the club. An important outcome of this role is to help the club grow and engage the club’s audience.

# Role REsponsibilties

## Prior to the season

* Understand the key social, fundraising and sporting activities that will take place throughout the year and develop website strategies to support and promote each activity.
* Create your communication strategy in conjunction with the communication & marketing team, break up the season into pre, during and post season strategies and define the information that will be included when and how.
* Review and update the communication policies (social media, privacy, child safe, code of conduct) and ensure it adequately covers website requirements. Ensure all revised communication policies are provided to the Committee for sign off.

## During the season

* Actively update the club’s different website 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 each individual)
* Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated.
* Understand what is being actively utilised on your website and ensure it is easy to access.
* Actively seek feedback on what your audience wants to see on the website.

## OTHER DUTIES

* 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.
* Be over the age of 18 years.
* 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.
* The ability to plan what the clubs needs to communicate and when.
* Ability to engage people through online communication without getting drawn into negative or personal discussions.
* Strong understanding of the club’s communication strategy and willingness to follow it.
* Understanding how to create memes, photos and video for online communication.
* Respectful and effective communication.
* Thorough knowledge of what is going on within your club.

# TIME COMMITMENT

The estimated time commitment required 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: