



## COMMUNICATIONS MANAGER

### PURPOSE

To engage with our members and wider community by delivering OBGFC / VAFA / Sponsor content for the Club's communication channels: social media, newsletter and the website.

### KEY RESPONSIBILITIES

<b>Social media</b>	Maintain and promote the club <b>Facebook, Instagram and Twitter</b> weekly, including: <ul style="list-style-type: none"> <li>● <b>Match &amp; events:</b> Results, upcoming fixtures, player milestones, upcoming events, VAFA/community news and sponsor/ member content. Includes creating social tiles using an existing template and / or designing new tiles.</li> <li>● <b>Sponsors:</b> Work with our sponsors to deliver tailored content.</li> <li>● <b>Playing group:</b> Engage with the playing group and wider community to deliver content.</li> <li>● <b>VAFA/Clubs:</b> Engage with the VAFA, other teams and organisations to share content (e.g. liking, commenting and sharing posts where appropriate to promote the club)</li> </ul>
<b>Newsletter</b>	Produce a <b>weekly newsletter</b> including: <ul style="list-style-type: none"> <li>● A brief preview of the upcoming round with match details (time, location, team, opponent),</li> <li>● Any significant team selection notes, players returning or debuting, player milestones (e.g. 50 games), ladder position/ramifications.</li> <li>● A brief review of the weekend's results, with links to photos</li> <li>● Upcoming club events</li> <li>● Sponsor promotions</li> </ul> Produce a <b>monthly newsletter</b> as per above but with additional information including: <ul style="list-style-type: none"> <li>● Message from the President</li> <li>● Team insights</li> <li>● BGS/OBGFC alumni news</li> <li>● Sponsor news</li> </ul>
<b>Website</b>	Maintain and promote the club <b>website:</b> <ul style="list-style-type: none"> <li>● Publish at least a weekly news post that is basically a copy and paste of the newsletter, including results, fixture and any upcoming events or general club news.</li> <li>● Make sure events calendar is up to date.</li> <li>● Upload news items as appropriate.</li> </ul>
<b>Weekly schedule:</b>	Generate comms content as per the below schedule (guide only): <ul style="list-style-type: none"> <li>● <b>Monday:</b> Weekend Results graphics (all platforms), match reports onto website</li> <li>● <b>Thursday:</b> Match details graphic (all platforms), weekly newsletter sent out.</li> <li>● <b>Saturday:</b> Social content - pre-game, quarter time scores, post-game winning song, etc.</li> <li>● <b>Ongoing:</b> Event / sponsor &amp; member content as per comms calendar</li> </ul>
<b>Design</b>	Design and produce: <ul style="list-style-type: none"> <li>● Social tiles for fixtures, results, lunches, events and sponsorship / membership</li> <li>● Humanitix banners</li> <li>● Website banners</li> <li>● Event / fundraising flyers &amp; posters</li> </ul>

COLLABORATORS	
<b>Socia media volunteers</b>	Procure and coordinate a group of volunteers to support with match posts each weekend. Assign one person per team to do the pre-match and score updates as stories.
<b>Photographers</b>	Liaise with photographers to ensure: <ul style="list-style-type: none"> <li>• They cover the key men's and women's matches.</li> <li>• Ensure they have uploaded relevant photos each Monday morning to the website.</li> <li>• Link to newsletter and socials each week</li> </ul>
<b>Player / Coach</b>	Liaise with players / coaches for: <ul style="list-style-type: none"> <li>• Produce a weekly profile, includes a template of basic playing information as well as a short Q&amp;A.</li> <li>• Introduce <b>match reports</b> from each team. Collect and submit to website by Monday.</li> </ul>
<b>Sponsorship &amp; Fundraising</b>	Work with the sponsorship team to design tiles and promote <b>sponsorship &amp; fundraising initiatives</b> . Eg, Sponsor logos or banner ads included in the newsletter (linked to website), sharing sponsors posts, promoting and linking the raffle etc.
<b>Membership</b>	Work with the membership team to design tiles and promote <b>membership initiatives</b> .
<b>Events</b>	Work with the events team to design tiles and promote all club <b>events</b> .
<b>OBGFC Committee</b>	Work with the committee on an as-needs basis via: <ul style="list-style-type: none"> <li>• WhatsApp committee group chat</li> <li>• Monthly meetings</li> </ul>

COMMUNICATIONS PROGRAMS	
<b>Google Drive</b>	OBGFC share drive
<b>Mailer-Lite</b>	Newsletter program
<b>Group Office</b>	OBGFC admin email
<b>Humanitix</b>	Events booking site

KEY COMPETENCIES	
<b>Skills</b>	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• High attention to detail.</li> <li>• Excellent writing skills.</li> <li>• Passionate about OBGFC and able to keep up to date with all news and results.</li> <li>• Highly organised and responsive to texts/emails.</li> <li>• Can monitor and share appropriate social media.</li> <li>• Shows initiative and happy to give things a crack.</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Any of Adobe Photoshop, Illustrator, InDesign or Canva is highly desirable, but not essential. This element can be taught.</li> <li>• Existing templates will be provided so just a text and logo update will be required.</li> </ul>
<b>Experience</b>	No experience required. You will be given the chance to develop key skills in graphic design and social media management as you go and learn from members on the committee. For any business, communications, advertising or marketing students, this is a great way to gain some experience in your field and form connections within the OBGFC network.

This position is competitively remunerated, and rates will be discussed on application.

Please send applications to [admin@obgfc.com.au](mailto:admin@obgfc.com.au).

For further information, please contact Katie Flockart on 0419 148 208.