



POSITION DESCRIPTION

TITLE:	Football SWQ Media Officer
DEPARTMENT:	Media / Social Media
LOCATION:	South West Queensland - Toowoomba
REPORTS TO:	Football SWQ Zone
STATUS:	Casual – 15 hours Outdoor winter season – 1 st Feb to 30 th Sept 2017 5 hours Summer season – 1 st Oct to 30 th Nov 2017
START DATE:	1 st February 2017
END DATE:	30 th November 2017

DIMENSIONS

• Number of direct reports	Nil
• Number of indirect reports	Nil
• Budget responsibility in \$. <i>(State whether prime, shared or contributory responsibility)</i>	Nil

Purpose of Role (Why does this role exist?)

This role works with the Football SWQ Administration team to deliver social media outcomes for the Toowoomba competition & SWQ Zone Rep programs

It is responsible for the overall growth and development of media within Football SWQ Zone, with particular emphasis on improving the structures and enhancing communication, together with raising the standard of social media communication within Football SWQ Zone.

Key Areas of Responsibility (Over what areas does this role have responsibility and accountability?)

- Website maintenance (keeping pages up-to-date, uploading documents, etc)
- Regularly write and publish articles to website
- Create & conduct video interviews for uploading to our website
- Maintain active social media presence
- Write and publish monthly member and club newsletters – eg Mailchimp; Vision6
- Provide journalistic coverage of events, meetings and conferences for editorial content purposes
- Write and distribute media releases, statements and announcements
- Facilitate media requests and enquiries
- Match reporting as required
- Distribute Fixture/Result information to Media outlets and Members on a weekly basis.

Key Outcomes (What will this role achieve? What are the measures of success?)

- Maintain an up to date website with current information.
- Maintain a strong media presence within this area.
- More effective communication through the website and social media with Clubs and media outlets.

Knowledge, skills and behaviour required (Competency)

- Knowledge of websites and how to maintain them
- Facebook knowledge / Instagram / Twitter
- Demonstrated ability to be able to prioritize work and manage a number of tasks simultaneously
- Previous experience in media
- Excellent written and verbal communication skills
- Demonstrated communication skills and personal presentation
- Demonstrated skills in word, excel and outlook computer systems
- Dedicated and mature approach to customer service
- Highly organized with a strong attention to detail and accuracy

Major interactions (eg .with SWQ departments,with external bodies)

- Football SWQ Administrators / Zone President
- Member Clubs
- Media outlets

Unique Criteria (eg unique work hours, travel, significant periods of work remote from office)

- A current driver's license and own reliable transport will be required
- After hours/weekends may be required
- Significant periods of work remote from office