

POSITION DESCRIPTION – MEDIA COORDINATOR

a: PO Box 8183 Warnbro WA 6169 | e: enquiries@dgawa.com.au | w: www.dgawa.com.au



Reports to: The President and the Committee directly

Term: 1 Year

General Description

The Media Coordinator manages all aspects of the following:

- Social Media - all forms of Social Media for the association.
- Print Marketing - all templates and design requirements for the association.
- Advertising – all quotation and design of external and internal advertising campaigns.
- Group contact campaigns – all design and construction of campaigns to members.

Specific Responsibilities

- Attends all committee and general meetings.
- Monitor the integrity of incoming links and the representation of the Association in digital media including but not limited to logo use, email signatures, online forms and surveys.
- Moderates all of the associations Social Media accounts and forums.
- Markets the association on Social Media in a professional and visible manner.
- Has all posting approved directly by the Secretary in advance to posting on Social Media.
- Responsible for the up-keep of documents, posters and forms on the associations' Social Media Pages.
- Responsible for creating "Event" pages on Facebook to market official Association events.
- Creates, updates and maintains style guide including logo use, PMS colours and font library.
- Creates all templates for all correspondence for use by the association.
- Stores and maintains a database of all templates, ensuring all committee and board members have access to the latest versions.
- Compiles the newsletter and sends to members at designated times
- Keeps marketing lists up to date on selected platforms.
- Attends all DGAWA functions to document events in the required format which may include, live streaming or photography.
- Promotes the association's annual sponsors through Social media and newsletters as specified in the sponsorship agreements

Selected responsibilities may be given to a sub-committee member as deemed necessary by the committee

Relationships

- Accessible to the President and the committee.
- Liaise with external parties for media purposes as directed by the President.
- Leads any sub-committee directly related to media and marketing.

Qualifications

- Demonstrated leadership skills through service to the association.
- Ability to communicate effectively through written and oral form.
- Ability to manage, edit and convert between common image and document formats including but not limited to JPEG, EPS, TIFF, GIF, AI, PSD and PDF
- Possess a good working knowledge of search engine optimisation and the internet.
- Ability to effectively use and moderate Social Media accounts.
- Ability to effectively collate and market material visually.
- Demonstrates the ability to exercise good judgement.
- Fair and impartial in relation to the Association and its' matters.
- Committed to serving the common interests of the Association.

V2021-05

DOG GROOMERS ASSOCIATION OF WESTERN AUSTRALIA INC.

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Time Commitment

- Regularly scheduled meetings are quarterly. Two hours are allocated for all committee meetings and two hours for general meetings.
- Special meetings may be called as required.
- Preparation time is required for meetings.
- Committee member must be prepared to spend approximately 5 hours per week on Association commitments.
- At peak times the required weekly time may increase significantly.
- Further time commitments will be required as determined.