

Web Master

Web Master is becoming one of the most important positions within a club as online communications is such a powerful way to grow, engage your club's audience. Effective use of your club website and email newsletter will also support and drive the achievement of many of the club's goals and objectives.

In even the smallest of clubs the volume of work to ensure your website is up to date and email newsletters are regularly produced means that the role is often too big for one person so a key function of the role is to build and co-ordinate the activities of the website and social media team.

The key objectives of any communication plan should include the following:

1. Build your clubs audience of people who genuinely follow and have an interest in your club
2. Build the sense of belonging between your club and its supporters and followers
3. Support the achievement of club goals and objectives
4. Relay important "operational" information to relevant people within the club (i.e. under 12 training is cancelled tonight)

Responsibilities

Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop website and email newsletter strategies to support and promote each activity
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Review and update the social media policy (code of conduct) and ensure it adequately covers website and email newsletters. Ensure the revised social media policy is provided to the committee for sign off

During the season

- Actively update the club's different website and email newsletter 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.

Essential Skills and requirements

- An understanding, or a willingness to learn, how websites and email newsletters are managed and administered
- A strong and frequent user of social media
- 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
- Respectful and effective communication
- Understanding how to create memes, photos and video for online communication
- Thorough knowledge of what is going on within your club

End of year hand over

Updating key documents

At the end of each year a key activity of the Website and email newsletter Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The website and email newsletter coordinator should compile a list of people at the end of each season who have access to each of the website and email newsletter platforms and provide this list to the committee.

Ideally the website and email newsletter coordinator should review the communication plans for the season just finished and make recommendations to the committee for any changes they suggest for next season.

The updated Position Description and supporting information must be provided to the club secretary prior to the Annual General Meeting each year.

Induction of the incoming Web Master

An important responsibility of the outgoing Web Master is to train, mentor and support the incoming Social Media Coordinator and the next seasons social media team.

The estimated time commitment required as the web master is 3 hours per week.