



## **Communications & Media Officer Roles & Responsibilities**

### **The Communications & Media Officer shall:**

- Be a full voting member of the WCNA.
- Be a Member of England Netball.
- Be responsible for publicising the County, its events and members through the County website and Social Media.

### **Key roles:**

- Create and post engaging content and news and respond to followers.
- Analyse data to learn how users interact with the website and other social media channels.
- Identify target audiences and work closely with the WCNA to develop strategies to effectively engage them.
- Support clubs and wider netball community by liaising/posting/sharing and responding to their news and activities.
- Ensure website is up to date with County information.
- Liaise with the WCNA in promoting the County.
- Be responsible for any website queries and forwarding to the appropriate person to deal with.
- Liaise with email/website hosting/online form/league software providers.
- Support the WCNA with online forms (e.g. Trial Forms, County League, Club of the Year, Long Service Awards, etc).
- Write an Annual report for the WCNA AGM.

### **Qualities:**

- Excellent written communication skills
- Attention to detail
- Knowledge of social media e.g. FB, Twitter, Instagram
- Ability to be flexible and work with volunteers from diverse backgrounds to build and maintain effective networks
- Take an interest in and respect the viewpoints of others
- Experience of and/or willing to learn WordPress is desirable.