

## **Publicity Officer (Officer for Publicity, Officer for Social Media and Officer for Website Administration) Roles and Responsibilities**

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All DAC Office Bearer/Executive and Committee Members must:

- At all times work to uphold and implement the Objects of DAC as outlined in Section 3 of the Constitution.
- Model and implement ideal conduct as defined by the Constitution and the *DAC Behavioural and Guidelines and Codes of Conduct*.
- Attend committee meetings on a regular basis and complete actions delegated at these meetings.
- Provide Working With Children Check details to the Member Protection Information Officer.

### **Overview of Publicity Officer role**

The Publicity Officer provides all marketing and promotional activity for the Centre and generally incorporates the Officer for Publicity, the Officer for Social Media and the Officer for Website Administration roles to:

### **Specific responsibilities**

#### **Officer for Publicity**

- I. Prepare and implement an annual promotional and marketing plan which will at least include pre-season, mid-season and awards night promotional/media coverage.
- II. Maintain an up to date list of local media contacts.
- III. Ensure banners are kept up to date and displayed pre-season in prominent locations.
- IV. Promote Dubbo Athletics in school newsletters and general media.
- V. Prepare and distribute a newsletter/email update as required to all members.
- VI. Keep sponsors and Dubbo Regional Council informed of the Centre's activities.
- VII. Coordinate and work with media spokespeople to prepare them for interviews.
- VIII. Work with other Committee Members and Office Bearers on the promotion of specific events, carnivals and activities as required.
- IX. Advertise all programs and timetables for special events and gala days.
- X. Coordinate activities with Little Athletics NSW/Athletics NSW with the Officer for Social Media and the Officer for Website Administration as required.

#### **Officer for Social Media**

- XI. Maintain the Centre's social media sites/channels to ensure all posts are timely, accurate and appropriate and add new information as advised by any authorised member of the Committee.
- XII. Coordinate with the Officer for Publicity and the Officer for Website Administration as required.

#### **Officer for Website Administration**

- XIII. Maintain the Centre's website to ensure all information on the site is timely and accurate and add new information as advised by any authorised member of the Committee.
- XIV. Coordinate with the Officer for Publicity and the Officer for Social Media as required.

Should the Officer for Publicity, the Officer for Social Media and the Officer for Website Administration be separate people, then they are required to work closely together to ensure the success of the Centre's marketing and promotional activity.