

Digital Communications Officer

1 Responsibility

1.1 Responsible to Council.

2 Duties

- 2.1 To consider the Information Technology (IT) and Information Systems (IS) requirement of the Association and in conjunction with Council, formulate advice and guidance taking account of current trends in IT and IS.
- 2.2 To ensure that all internet facilities used by the Association are properly documented such record to be separately lodged with either the Secretary or the Treasurer.
- 2.3 Implement the rollout of new functionalities, applications or services, systems upgrade and IT changes. Propose actions for improving ICT services and reducing costs.
- 2.4 To oversee all internet facilities used by the Association.
- 2.5 To maintain and safeguard internet domain names and similar facilities.
- 2.6 To maintain and safeguard IT digital resources such as document templates, logo and similar image files, databases and other digital records (as appropriate), including making regular backups as appropriate.
- 2.7 To ensure the Association's website is kept up to date.
- 2.8 To ensure that access to the Association's website is provided to the Executive Officers who need to communicate directly with the membership.
- 2.9 To monitor and update the 'classifieds' section of the Association's website or forums.
- 2.10 To monitor and deal with any inappropriate content on the Association's website arising from comments posted by the membership and the wider public. Any such misuse or abuse should be reported to Council.
- 2.11 To oversee, any electronic forums run in the Association's name.
- 2.12 When agreed by Council, to delegate to agreed persons, the set up and moderating of any electronic forums run in the Association's name.
- 2.13 To oversee, any social media accounts run in the Association's name.
- 2.14 To build the Association's online reputation, increase its reach and engagement with target audiences, and drive traffic and conversions through digital channels.
- 2.15 To maintain the membership database and coordinate club affiliations for the new calendar year.