Waratah Netball Club
Communication Officer & Social Media Team Duties

November 2026 – Ver 3.0

Intro
The Communication Officer position is a Non-executive position of the Club Management Committee and is responsible for developing and managing the Communications strategy undertaken by the Club.

As a committee member, the Communication Officer must be aware of the Club Constitution and policies and perform their duties within that framework.

The Social Media Team is a subordinate team with specific roles supporting the Communications Officer.

Communication Structure:
Club Communications include Email, Messenger/Whatsapp chats, Website, and Social Media Platforms including Facebook and Instagram.

- The Club Executive is responsible for Club-wide emails and other correspondence.
- Messenger/Whatsapp chats utilised by the Club should be monitored by committee members and moderated as needed.
- The Club Website and Social Media Platforms are the responsibility of the Communications Officer.

Communication Officer Tasks:
The Communication Officer must:

- Be aware of Netball NSW Social Media and Photography Policies
- Liaise with the Club Executive with respect to information policy and management
- Recruit members to create a team to assist with social media content, hence forth referred to as the Social Media Team (SMT). A minimum of two members is recommended.
- Ensure that social media content generated by the SMT is consistent with Club values, community expectations and in line with Netball NSW guidelines and policies.
- Ensure that the Club website is updated with information that is current, accurate and with pertinent details.
- Update the website regularly to ensure the site's aesthetics are modern and appealing.
- Respond to enquiries and comments on the Club's social media platforms.
- Report any misuse of social media to Executive.
- Utilise Facebook Events to promote Club activities.
- Attend Club Management Committee meetings.

Social Media Team (SMT) Tasks:
SMT must:

- Consult with the Communications Officer around key targets
- Coordinate with Team Officials to source photos and content, including member achievements or human-interest stories.
- Execute vigilance around restricted use of photographs.
- Develop content for both Instagram and Facebook utilising a variety of formats – posts, reels, and interviews.
- Coordinate with committee members to promote regular and annual Club events. (Raffles/Trivia/Presentation Nights)
- Update the Facebook Club Profile picture and banner regularly
- Attend Club Management Committee Meetings or forward a report via the Communications Officer.

*(**Note:** Any member of the Executive may post to the Facebook page. The Facebook page is not solely the purview of the Communications Officer or SMT. However, consultation with the SMT if the post is non-urgent is recommended to enable more effective timing.)*

Review of this Duty Statement
The Communication Officer is to review this Duty Statement annually, or on appointment to the position.