

## NSWISA Position Description – Communications & PR

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The role of the Communications & PR Convenor is to be responsible for communications with Members and the promotion of the sport, the Association and its Members in the greater community.

### **Desirable Attributes:**

The Communications & PR Convenor should:

- have strong communication skills
- be a person who has an understanding of the media landscape
- have a passion for the sport and its promotion
- be confident in drafting communications
- have an understanding of social media

### **Specific duties include but are not limited to:**

- Create regular newsletters & communications to Members
- Draft press releases to share information about Member achievements, events, AFSC, etc. and distribute to media
- Follow up on communication to media and drive coverage of our sport
- Build relationships with media & journalists
- Create & publish social media content
- Create & publish website content
- Maintain ethical standards throughout all communications