



Communications Sub Committee – Position Description

Purpose

The purpose of the Communications Sub Committee to engage members, sponsors and the wider community.

Responsibilities

The Communications Sub Committee is responsible for leading the marketing and communications activities of the organisation.

The following outlines the expectations of the Communications Sub Committee:

- Provide high level marketing and communications recommendations to the board.
- Develop a digital content strategy inclusive of website, EDMs and social media to convert members & sponsors.
- Develop strategies to increase user engagement across website, EDM and social media.
- Consistently communicate the benefits of being affiliated with hyp (members, sponsors & partners)
- Build relationships with key digital and print media personnel and identify opportunities for media exposure and leverage PR opportunities.
- Generate publicity for the organisation, write media releases and target influencers.
- Coordinate the creation of artwork, photography and video
- Manage brand identity and consistency across marketing platforms.
- Develop design collateral as required. Create and publish social media content.
- Publish all announcements, events and relevant info on the website
- Report audience and user data insights at board meetings
- Attend to all existing commitments required of you in your board director position.

Skills and Experience

As part of the Communications Sub Committee, you will be required to possess the following skills:

- Experience in managing and implementing social media campaigns across platforms such as Facebook, Instagram, LinkedIn and MailChimp including advertising, eDMs and insights analysis.
- Experience in media relations and writing media releases highly desirable.

- Experience in managing websites and graphic design, experience in Wordpress and Canva highly desirable.
- Well-developed personal organisation and time management skills.
- Strong interpersonal skills to work as a team and build relationships in the local business community.
- Confident public speaking, written and oral communication skills.
- Proven marketing and/or communications experience is essential.
- Ability to work to a deadline essential.
- High level attention to detail.

Time & Travel Commitment

- Attend all monthly board meetings.
- Attend all events (complimentary tickets are provided to Directors).
- Allocating approx. 5 - 15 hours per month towards either your Sub Committee's responsibilities and/or HYP's responsibilities.
- Assisting other teams as required from time to time.