



COMMUNICATIONS SUB COMMITTEE – POSITION DESCRIPTION

Purpose

The purpose of the Communications Sub Committee is 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 Primary Responsibilities of Communications Sub Committee members include:

- Develop strategies to increase user engagement across website, EDM and social media.
- Consistently communicate the benefits of being affiliated with hyp (members, sponsors & partners).
- Submit press releases to media partners and leverage PR opportunities.
- Publish all announcements, events and relevant info on the website.
- Draft EDMs for approval and schedule for distribution.
- Create and publish social media content.
- Convert members and sponsors via the website, EDMs and social media channels.
- Reach out to media partners and key influencers and personally invite to events (e.g. by sharing event EDM and content on socials to personal contacts).
- Coordinate the creation of artwork, photography and video.
- Report audience and user data insights at board meetings.

Skills and Experience

You must possess:

- Experience in producing creative written and visual content for websites, EDMs and social media.
- 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 written and oral communication skills.
- Proven marketing and/or communications experience is essential.
- High level attention to detail.

Time Commitment

All board positions are voluntary and requires approximately 20 hours per month. It is expected that all board members:

- Attend all monthly board meetings and hyp events.
- Meet the minimum requirements of your position (as outlined in the Primary Responsibilities above) and assist with any other duties as required.