

The Darwin Sailing Club is seeking interested and eligible members to fill roles within its governance structure. This Position Description outlines the key attributes, duties and responsibilities for the position of:

## Publicity Officer

### Darwin Sailing Club (DSC):

Vision:	Mission:
Excellence in sailing and harbour side hospitality	To encourage a wide range of sailing activities and training utilising the clubhouse and facilities for recreational, hospitality and social use of members and guests.

### DSC Organisational Structure

The Darwin Sailing Club (DSC) Board consists of 5 elected office bearers and 2 Board appointed office bearers, including:

- Elected:
  - Commodore
  - Vice Commodore
  - 3 x General Board Members
- Board Appointed:
  - Treasurer
  - Secretary

The Board's primary role is one of stewardship and trusteeship on behalf of stakeholders/members, ensuring the Club remains viable and effective in the present and in the future. The Board is ultimately accountable for all organisation matters, including establishing the Club's strategic direction and priorities, in line with the Club's Mission and Vision.

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The delivery of services and the Club's Mission are supported by an additional 2 elected office bearers, and 6 Board-appointed positions. These include:

- Elected:
  - Rear Commodore Training
  - Rear Commodore Sailing
- Board Appointed:
  - General Manager
  - Asset Management Officer
  - Governance Officer
  - Hospitality Officer
  - Publicity Officer
  - Membership Officer

Each of these roles has a distinct role to play in supporting the delivery of key services by providing guidance to DSC staff, through the General Manager, and by acting as a conduit between staff and the Board in their respective area of responsibility.

The organisational structure, showing the reporting arrangements, is attached to this document.

## Publicity Officer

Purpose of the role	Review and report on marketing activities undertaken by Club personnel, and provide recommendations for potential marketing and promotional activities, aimed to increase Club usage by attracting new and retaining existing members
Relationships	This position acts as a conduit between the Board, the DSC General Manager and sponsors, to assist with the marketing and promotion of the Club, its events and its facilities, whilst driving membership levels up. This position requires the incumbent to develop and maintain strong and professional working relationships with Board members, key DSC personnel and local media.
Role specific tasks and responsibilities:	<ul style="list-style-type: none"> <li>• Provide guidance and support for DSC General Manager in the development of marketing and promotional activities and materials in relation to the DSC, its events and its facilities</li> <li>• In conjunction with other DSC officers, identify opportunities to increase participation at the Club.</li> <li>• In conjunction with the General Manager, identify and develop recommendations for marketing and promotion</li> <li>• Collate data and report on outcomes in relation to membership tiers, events, private functions and sponsorship support</li> <li>• Oversee the preparation of the annual report and the DSC Year Book</li> <li>• Ensure high professional standards are developed and maintained</li> </ul>
Reporting	This position is expected to prepare a monthly written report for the Board, in conjunction with the General Manager
Method of appointment	Appointed by the Board for a 2-year term

Preferred skills or requirements	<ul style="list-style-type: none"> <li>• Previous experience or a solid understanding of media, marketing, publicity and/or promotions</li> </ul>
Key skills/abilities	<ul style="list-style-type: none"> <li>• Ability to prioritise work tasks, meet deadlines, seek guidance when required, but work with minimal supervision</li> <li>• Strong networking skills and effective communication skills</li> <li>• Good understanding of media platforms, including social media, print, radio and television</li> <li>• Well-developed computer skills, including Microsoft Office suite (Publisher, Word)</li> <li>• Demonstrated effectiveness in the development and implementation of systems</li> <li>• Excellent organisational and time management skills and well-developed oral and written communication skills</li> <li>• Strong commitment to continuous improvement and pursuit of innovation</li> <li>• Willingness and ability to prepare regular reports</li> <li>• Willingness to attend and be involved with events and promoted activities</li> </ul>
Experience and knowledge	<ul style="list-style-type: none"> <li>• Previous relevant experience with contemporary marketing and promotional approaches</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Genuine interest in sailing and the Darwin Sailing Club</li> </ul>