

Communication, Marketing & IT

Ballarat Regional Athletic Centre

The role of a board member is to ensure the organisation meets its goals and objectives, is administered according to centre rules and completes all legal and compliance obligations

Portfolio Description

This portfolio will be based around the introduction of technology and marketing to further grow the organisation from a participation and elite level. The portfolio will cover the management of communication channels within BRAC and management of the BRAC brand and how the organisation is portrayed to the community. This portfolio will be up to date with new technology advance and be the communication focal point of the committee. This person will ideally have skills in communication and PR management along with advanced IT skills. Experience in marketing or promotion is desired.

Responsibilities of Portfolio

- Develop a communication plan for the centre
- Coordinate the management of social media profiles connected to centre
- Develop marketing for major events and support clubs in their marketing activities
- Create partnership with local news providers to promote the sport
- Oversee the IT management for the organisation

Other Responsibilities

- Abide by the policies, rules and regulation of the Ballarat Regional Athletic Centre
- Ensure all child safe policies are updated and enforced within the organisation
- Present a positive image of the sport to members in the community
- Actively participate in board meetings
- Produce a report, either verbal or written at each scheduled BRAC board meeting
- Ensure that all reports to the board are timely, contain required information and are supportive.

Time in Position

The Communication, Marketing & IT is elected at an AGM and hold the position for two years before nomination will open again for the positions.

Governance Requirements

The board member is required to abide by all legal obligations placed on them under Aus Sport, the Ballarat Regional Athletics Centre and any relevant sporting body.