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## MEDIA OFFICER JOB DESCRIPTION

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### Our Organisation

The Darwin Netball Association (DNA) is the governing body for netball in the Darwin region. We aim to unite, inspire, enrich and support those who love the sport of netball as much as we do.

The DNA has an elected Management Team who are volunteers. The DNA has a part time Administrative Officer who coordinates the administrative functions of the Association to lessen the burden on the volunteers.

### Primary Objective

- The Media Officer's role is a volunteer position.
- To promote netball competitions, programs and events of the DNA in the local and surrounding area via the media. With the purpose to lift the awareness of Netball and the DNA in the local community

### Key Duties

- To liaise with the various committee members to access appropriate events, competitions, championships, special awards, selection of the DNA and to publicise to the local media
- To provide appropriate support to the DNA by generating ideas about how to promote events and initiatives
- Create and maintain monthly content for facebook and website and liaise with the Admin Officer to publish.
- Work with players reps to identify and promote Premier league players.
- Monitor and report on DNA's engagement with traditional media and social media.

### Skills Required

- Good communication and writing skills
- Friendly and caring attitude
- Effective delegation skills
- Is well informed of all DNA activities
- Access to media outlets (website, social media, newsletter, newspaper, radio)
- Is aware of the future directions and plans of the DNA
- Act in the best interest of the DNA at all times whilst in the assigned role.