



SOCIAL MEDIA

DUTY STATEMENT

Purpose

Coordinate the day-to-day management of Port Stephens Yacht Club's social media channels to promote sailing, Club activities and community engagement while maintaining a consistent, professional and welcoming public presence.

Primary Responsibilities

- Manage and maintain the Club's approved social media channels in accordance with the Club's communications strategy and brand standards.
- Prepare and publish timely content promoting sailing, race participation, training, social events, community activities and Club initiatives.
- Share approved race-day information, results, photographs and sailing updates, directing members to the PSYC website where official documents or detailed information are published.
- Support the Sailing in Port Stephens and Port Stephens Yacht Club Community Hub channels and maintain an appropriate distinction between sailing, Club and community content.
- Work with Directors, Management Roles and event organisers to obtain accurate information, photographs and promotional material for publication.
- Encourage positive engagement with members, prospective members, visiting sailors and the wider Port Stephens community.
- Monitor comments and messages and refer membership, sailing, governance, complaints or operational enquiries to the appropriate Club representative.
- Ensure content is respectful, accurate and consistent with Club policies, privacy obligations and the interests of Port Stephens Yacht Club.
- Maintain appropriate access to social media accounts and assist with continuity of account administration and content records.
- Support campaigns designed to increase participation, membership, event attendance, training enrolments and community awareness.
- Provide feedback to the Director Marketing & Sponsorship regarding social media engagement, content performance and emerging opportunities.

Key Relationships

Works closely with the Director Marketing & Sponsorship, Commodore, Director Membership, Director Social & Hospitality, Director Training, sailing representatives, event organisers and other Management Roles.