

Role Description – Webmaster



fife athletic club

www.fifeac.org



Webmaster

As the club's Webmaster, you will set up and maintain the club's website and social media networks. You will promote the club and its interests to members, which will raise the profile of the club and athletics. The website and social media networks will boost the awareness of athletics and lead to greater participation.

Ideally, you'll need to be:

- Communicative
- Have an understanding of athletics
- Organised, punctual and accurate in reporting
- Media savvy

What you will do:

- Raise the profile of the club to internal and external audiences
- Maximise the club's achievements and activities through all sources of the media
- Liaise with the local media—TV, papers, radio and web, etc
- Oversee internal channels of communication—for example, website, social media networks, the production of induction packs, and information on notice boards where they exist
- Write detailed reports on competitions and good news stories

How much time will it take?

This role in most cases will take about 1 hour per week, but this may increase during peak summer athletics season.

What you'll get out of it:

- A sense of teamwork
- Opportunities to celebrate and broadcast the success of others
- A network of media contacts
- A high profile within the club and the wider community
- Opportunities for creative development of club's engagement with media outlets

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JOB TITLE: Webmaster

RESPONSIBLE TO: The Club Management Committee

SKILLS REQUIRED:

- excellent written communications
- understanding of athletics
- organised, punctual and accurate in reporting
- media savvy
- IT skills to set up, maintain and develop the club's website and social media networks

MAIN DUTIES:

- 1) Raise the profile of the club through its website and social media networks
- 2) Maximise the club's achievements and activities through the website and social media networks
- 3) Set up and maintain the club's website and social media networks
- 4) Oversee internal channels of communication—for example, website, social media networks, the production of induction packs
- 5) Monitor activities on the website such as the Forum
- 6) Pursue opportunities to creatively develop the website and social media networks as a source of information for club members

SIGNATURES:

Webmaster:

SignedDate

President:

SignedDate