



| JOB DESCRIPTION | |
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| Job Title: | Website / Media Officer |
| Term of Office: | 3 Years |
| Accountable to: | HLG Secretary |
| Purpose: | |
| <ul style="list-style-type: none"> To ensure the HLG website is maintained with timely, accurate, up to date information and relevant news items and is easy to navigate To build and maintain relationships with local newspapers and radio stations to help raise awareness of HLG initiatives and success stories. To develop public relations materials to help increase HLG's visibility amongst HLG members and other key stakeholders | |
| Responsibilities: | |
| <ul style="list-style-type: none"> Attend HLG Board meetings, as required Maintain regular contact with the County Secretary and other Board Directors/Appointed Officers to keep abreast of HLG issues and initiatives | |
| Website | |
| <ul style="list-style-type: none"> Day to day management of the HLG website including but not limited to: <ul style="list-style-type: none"> ➤ Competitions pages: liaise with Competitions Director and team to upload start sheets, results and reports from each event ➤ County team pages: liaise with team captains to ensure pages are up to date with match/training fixtures, results and match reports ➤ News pages: liaise with all Board Directors and Appointed Officers to ensure relevant information is cascaded in a timely manner and to promote HLG's brand and activities ➤ Club Directory: update information received from club delegates regarding any changes to their club details (such as change of secretary/club delegate) ➤ Archives: update the respective registers of county presidents, captains and county champions annually Assist the Competitions Director and Knock-Out Competitions Secretary with the creation of website entry forms for individual, club and inter-club competitions Provide adhoc reports to the HLG Secretary outlining HLG website traffic (number of visits, number of visitors, bounce rates, duration of stay), areas of success and suggestions for improvement and / or re-design | |
| Media | |
| <ul style="list-style-type: none"> Establish and nurture relationships with local press and golf media and work to secure coverage for HLG news stories, competition results and upcoming activities Act as the primary point of contact (POC) for all media enquiries Act as the main POC for enquiries received through the HLG website and distribute to the appropriate Director(s) and or Appointed Officer(s) to respond Ensure social media coverage for HLG's elite teams' performances and day to day coverage of play at County Championships and County Match Week Ensure all HLG social media channels (including Facebook/Twitter) provide timely, accurate and synchronised news and information | |
| County Fixtures: | |
| <ul style="list-style-type: none"> Be available to attend major HLG competitions and events, as required | |
| Finances/Expenses: | |
| <ul style="list-style-type: none"> Account for and claim expenses in accordance with the HLG Expense Policy | |