



JOB DESCRIPTION	
Job Title:	Website / Media Officer
Term of Office:	3 Years
Accountable to:	HLG County 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