



Position	Communications & Media Coordinator
Accountable to	Ballina Netball Association Committee
Elected by	Members at the AGM
Term	One year elected term
Time commitment	Approx 5 hours per week
Remuneration	Volunteer position

Purpose & strategic contribution: The Communications & Media Coordinator manages BNA's public-facing communications, digital platforms and media presence, ensuring Association information is clear, current and accessible while promoting BNA's programs, people and achievements across the wider community.

Key responsibilities:

Digital Communications

- Manage and maintain BNA's social media platforms.
- Maintain accurate and current information on the BNA website.
- Publish Association news, key dates, opportunities and announcements.
- Ensure members can easily access relevant information, forms and resources through BNA's digital platforms.
- Maintain consistent and timely communication across BNA's public channels.

Content, Media & Promotions

- Develop engaging content promoting BNA competitions, programs, events and opportunities.
- Celebrate the achievements and contributions of players, coaches, umpires, clubs and volunteers.
- Coordinate photography, video and other visual content for BNA activities and events.
- Liaise with local media and prepare media content where appropriate.
- Promote major BNA events, initiatives and participation opportunities.

Brand & Association Identity

- Maintain consistent use of BNA branding across digital and promotional materials.
- Support the development of professional and recognisable Association communications.
- Maintain an organised collection of BNA media, photographs, graphics and promotional assets.
- Ensure appropriate processes are followed for the use of participant images and media.

Sponsors & Community Partners

- Deliver agreed media and promotional recognition for BNA sponsors and community partners.
- Coordinate sponsor acknowledgement across social media, website and relevant promotional materials.
- Work with the President and relevant Committee members to ensure agreed promotional commitments are delivered.

Committee Communication Support

- Work with Committee portfolio holders to identify information requiring public communication or promotion.
- Present program and operational information in clear, engaging and accessible formats.
- Support consistent messaging across BNA communication channels.
- Refer sensitive, governance, complaint or reputational matters to the President or Executive Committee before publication.

Key relationships:

Internal

- President and Executive Committee
- Committee Coordinators
- Member Clubs
- Players, coaches, umpires and volunteers

External

- BNA community
- Sponsors and community partners
- Local media
- Netball NSW

Knowledge, skills and attributes:

- Strong written and visual communication skills.
- Confidence using social media, websites and digital platforms.
- Ability to create engaging and audience-appropriate content.
- Photography, videography or graphic design skills desirable.
- Strong organisation and attention to detail.
- Understanding of branding and consistent visual presentation.
- Understanding of privacy, image consent and safeguarding considerations.
- Sound judgement regarding public and sensitive communications.
- Creative, proactive and reliable approach.

Annual responsibilities:

General Business

- Maintain BNA's website and social media platforms.
- Publish relevant Association news, opportunities and achievements.
- Support Committee portfolios with public-facing communication and promotion.
- Maintain current information and consistent BNA branding.

Winter & Representative Seasons

- Promote competitions, representative programs, events and development opportunities.
- Capture and publish appropriate game-day, carnival and event content.
- Celebrate achievements and contributions across BNA.
- Deliver agreed sponsor and partner recognition.

Post Season

- Celebrate season achievements and contributions.
- Review and update website and digital content.
- Archive and organise relevant media assets.
- Identify communication priorities for the following year.

Authority:

The Communications & Media Coordinator is authorised to manage routine public communications, media and digital content consistent with BNA policies, branding and approved activities.

Significant Association announcements, policy positions, formal responses to complaints or matters with potential reputational impact require approval from the President or Executive Committee.

Measures of success:

- BNA's website and digital platforms are accurate, current and accessible.
- Association activities and opportunities are communicated clearly and consistently.
- BNA programs, people and achievements receive regular and appropriate promotion.
- BNA maintains a consistent and professional public identity.
- Sponsors and community partners receive agreed recognition.
- Members and the wider community are positively connected with BNA through its communications and media.