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## MARKETING & MEDIA CONVENOR

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### Overall Purpose

To oversee the marketing of HKNA programs / brand and build exposure of netball within Hong Kong both through media, publications, social media and public relations.

This role has a direct report to the Secretary and will work closely with the Chief Operating Officer and Secretary to develop marketing strategies. This role will also work closely with the Coaching & Development Manager and the Events & Office Manager regarding the promotional material across programs.

### Roles and Responsibilities

#### Marketing

- Work with the Chief Operating Officer and Secretary in the development of the Marketing Strategy across the Association's programs.
- Advise staff on appropriate advertising / promotions to reach relevant target markets within budgets.
- Approve promotions (on-line and print) in conjunction with Executive, to ensure a consistent "look" is portrayed across programs to develop the HKNA brand.
- Work with the President and Treasurer to appoint print and signage supplier for all artwork and production.
- Work with staff and the Treasurer to develop a marketing budget across programs.

#### Media

- Build media relations and handle all media enquiries.
- Develop a database of media contacts for media releases and update database periodically.
- Build netball media presence in HK by writing media releases for newsworthy stories / events. Work with the Player Development Convener to build publicity / profiles of the National teams.
- Develop photo library and maintain media and publicity portfolio. Post all media exposure on the HKNA website.

#### Communications

- Work with the Chief Operating Officer and President to assist with organizing media promotion for sponsors. Ensure stakeholders and sponsors are made aware of media coverage.
- Responsible for preparation and distribution of HKNA quarterly newsletter (include all media).
- Work with the Administration Assistant to ensure website updates are in keeping with the marketing strategy.
- Attend monthly Executive Council meetings and table issues / approvals regarding Media & Marketing.



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## OPERATIONS & TECHNOLOGY CONVENER

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### **Overall Purpose**

To review policy and procedures across the Association. To ensure proper centralized records management and technology systems in place for effective office operations and compliance. This role will ideally have an IT or Policy background.

This role has a direct report to the *Secretary* and will work closely with the *Chief Operating Officer* and *President* in the development of the on-line database project. This role will also work closely with the Media & Marketing Convener regarding on-line marketing systems and social media.

### **Roles and Responsibilities**

#### Policy & Procedure Review

- Review the policies and procedures detailed in the LCSD Handbook and ensure HKNA have appropriate systems in place to ensure adherence to such policies.
- Review policies on the INF website and ensure HKNA has policies in place to meet our obligations as members (e.g. Code of Conduct for umpires, coaches, players and staff).
- Ensure staff and Council members sign-off on the policies noted for compliance (e.g. Procurement Policy, Code of Conduct etc.). Keep an annual register for the audit purposes.

#### Records Management & Technology

- Review current records management and identify the most appropriate on-line system to enable centralized records management and information sharing.
- Work with the *President* and *Chief Operating Officer* to review the new on-line database system design. Advise as necessary regarding best practice for program records management.
- Work with the *Administration Assistant* to ensure an annual spring cleaning of all files, ensuring tax / audit requirements are met.
- Review technology usage within the office, identify items for disposal or recommended items for procurement.
- Ensure technology lease agreements (e.g. copier) are renewed and updates provided.
  
- Attend monthly Executive Council meetings and table issues / approvals regarding Operations & Technology.