

Bangalow Garden Club

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| Communications Team: Communications Co-ordinator Role Description | Effective Date: February 2023 |
| Written by: Adelina Linardon | Version: draft Date: 9 February 2023 |
| <p>The Bangalow Garden Club (BGC) has as a web page https://bangalowgardenclub.com/ as well as a social media presence. The Communications Team provide content for these platforms. The Communications co-ordinator collates, administers and maintains the platforms.</p> <p>The Communications Team is made up of a:</p> <ul style="list-style-type: none"> ➤ Communications Co-Ordinator; ➤ Photographer, and; ➤ Videographer. <p>Communications co-ordinator:</p> <ul style="list-style-type: none"> ➤ Administers the club's Website; https://bangalowgardenclub.com ➤ Creates the clubs monthly BGC newsletter. ➤ Administers the club's social media page/s (with the help of another admin). ➤ Liaises with the Photographer and the Videographer for content on all the platforms. <p>Website</p> <p>The club's website is created using WordPress and is hosted by Hosting Australia</p> <p>The Communications co-ordinator:</p> <ul style="list-style-type: none"> ○ Ensures that the yearly Web hosting fee email is forwarded to the treasurer for payment. ○ Updates the website as patches and new versions of software that become available. ○ Tests any changes to server, data warehouse etc that are made by Hosting Australia do not adversely impact the webpage and database. ○ Arranges six monthly website health check with Hosting Australia. ○ Responds to emails that come in to the club via the website Contact Page. ○ Creates posts and pages liaising with the co-Presidents. These are: <ul style="list-style-type: none"> ▪ Meeting Blog (monthly) ▪ Saturday Garden Visit Blog ▪ Plant Index ▪ Events Blog ▪ Special Interests Blog ▪ uploads the Minutes of Meeting and the Newsletter ▪ Liaises with the club Photographer for photographs that are to be used in any post, page or blog. (see Photographer position description) ○ Ensures that the membership database up to date and is maintained correctly. The co-ordinator is not responsible for creating or maintaining member records on the membership database or the integrity of input that data. That is the role of the Membership team. | |

Newsletter

The Communications co-ordinator:

- Liaises with the co-Presidents to determine the layout and content of the monthly newsletter.
- Liaises with other committee members, teams and regional representatives for content that is to be included in the monthly newsletter e.g. co-President/s, Saturday Garden Team, Catering Team, Photographer.
- Collates and/or writes content for the newsletter.

Social Media

Currently the extent of our social media presence is limited to Facebook. The Bangalow Garden Club Facebook page is a Private page limited to financial members and non-financial ex- members of the Bangalow Garden Club. Posts are limited to gardening; gardening questions and answers, plant requests, garden projects, landscaping and recipes made from homegrown produce, for example.

The Communications co-ordinator:

- Ensures that posts are in accordance with Facebook's community standards as well as BGC rules.
- Scrutinises member requests and approves or declines requests if they do not meet BGC rules.
- Implements any changes to privacy rules or BGC rules as required or requested by the Executive committee.
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Photos and Videos

The Communications co-ordinator works with the BGC photographer and the BGC videographer to ensure that photos and videos are taken at:

- monthly meetings e.g. Flora of the Month and Guest speaker
- saturday open garden visits,
- bus trips,
- Christmas party and other functions.

Photos and videos are emailed to the co-ordinator for use in website posts, newsletter, and social media posts. (See Photographer Role Description and Videographer Role Descriptions for detail.)