



Doveton Show

Marketing & Website - Position Description

Role type	Volunteer
Reports to	Chair
Role Term	April 2024 – April 2025 (In line with the committee charter, all positions require annual re-election)
Communication Lines	Office Bearing Committee Members Attendance at committee meetings Administration Support Officer

Overview of Doveton Show

Doveton Show is a community event organised and run by the Doveton Show Committee as an affordable alternative for the Royal Melbourne Show. Held annually at Myuna Farm, the Doveton Show aims to showcase and support the local community of Doveton and other community groups located in the City of Casey.

The committee is comprised of volunteer members who are elected into positions at the annual AGM. The Doveton Show is an incorporated committee, with elected volunteer members. The committee structure is shown in figure 1 below.

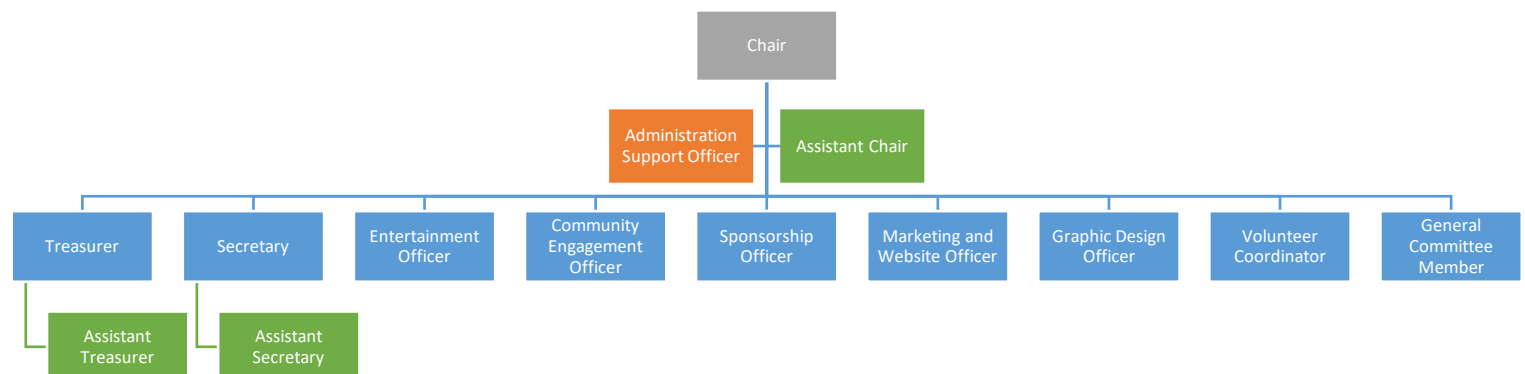


Figure 1. Doveton Show Committee Structure

Role Objectives

The marketing and website role administers the website and social media accounts. They create text and content, manage posts, and respond to followers and enquiries with a

focus on supporting and interacting with the local community on multiple digital platforms.

Responsibilities

- Continuity of brand voice, tone and visual representation across channels, ensuring content is cohesive and on-brand.
- Proactive and strategically reactive to news and events, ensuring content and distribution of information is managed.
- Design and implement short- and long-term social media strategy in conjunction with the committee. Create and manage a social media content calendar.
- Oversee and run all social media accounts' design (e.g., Facebook timeline cover, profile pictures and blog layout).
- Organically and strategically grow Doveton Shows following across all social media platforms - Instagram, Facebook etc.
- Generate, organise, edit, publish and share engaging content (e.g., original text, photos, videos and news). Alert relevant committee members to specific content/queries.
- Build and moderate social media communities by responding to comments and keeping members engaged. Respond to queries in a timely manner and monitor customer reviews.
- Collaborate with sponsorship, graphic design roles to improve brand awareness.
- Suggest and implement new features across social media to develop brand awareness, such as promotions and competitions.
- Participate and lead discussions about social media strategy and approaches.
- Work with all committee member functions and represent their needs on social media.
- Monitor social media marketing campaigns. Report on content performance and present social insights.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.

- Ensure website content is up to date (pricing, volunteer form, show map, stall holders)

Required Skills and Qualifications

- Experience working within the social media and marketing industry
- Advanced knowledge of Facebook, Instagram and website management
- Experience in graphic design for social media
- Community-minded mentality, strong networking abilities
- Excellent communication and interpersonal skills

Preferred Skills and Qualifications

- Advanced knowledge of Outlook, Teams and Excel