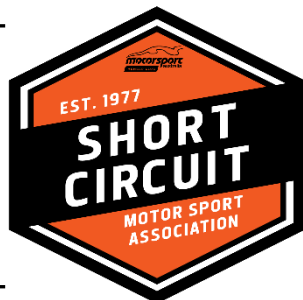


SHORT CIRCUIT MOTOR SPORT ASSOCIATION INC

Servicing motorsport in Queensland since 1977

President: Moss Lane
Vice-President: Dan O'Mara
Secretary: Charlotte Kelly
Treasurer: Cassie Lepp
ABN 52 502 752 630
www.scmsa.com.au



PO Box 2456
Toowoomba Qld 4350
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secretary@scmsa.com.au

General Committee Member of the Short Circuit Motor Sport Association Inc.

Role: Media & Merchandise Coordinator

Purpose of the Role

The Media & Merchandise Coordinator is responsible for managing the public presence of Short Circuit Motor Sport Association Inc. (SCMSA) across multiple platforms and overseeing merchandise operations. This role ensures consistent and professional Communication with members, the public, and media outlets while collaborating with the Web Administrator and Facebook Administrator to maintain SCMSA's online presence. The position also involves managing merchandise operations, aligning all activities with the association's strategic goals and policies.

Key Responsibilities

1. Social Media and Online Presence

- a. Oversee SCMSA's social media platforms by providing guidance and content to the Facebook Administrator to ensure timely, engaging, and accurate updates.
- b. Collaborate with the Web Administrator to ensure the SCMSA website is updated with current information, event details, and promotional content.

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Clubs affiliated with SCMSA

Downs Motorsport Club - Lotus Club of Qld
Ipswich West Moreton Auto Club
Tamworth Sporting Car Club - Millmerran Auto Club



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Community Benefit Fund
Queensland Government

- c. Ensure all online content reflects SCMSA's values and aligns with the association's communication strategy.

2. Media Engagement

- a. Coordinate newspaper publications and press releases in collaboration with the President and Secretary to promote SCMSA events and activities.
- b. Develop newsletters and other communications to members and stakeholders where applicable and/or instructed by President and Secretary.
- c. Act as a liaison with media outlets to promote SCMSA's public presence and ensure consistent messaging.

3. Merchandise Operations

- a. Manage the ordering and inventory of SCMSA merchandise.
- b. Promote merchandise through SCMSA's website and social media channels, working closely with the Facebook and Web Administrator to showcase products.
- c. Maintain accurate records of merchandise sales and provide regular reports to the committee.

4. Collaboration with Other Roles

- a. Work closely with the Facebook Administrator to provide content, promotional materials, and campaign guidance for social media platforms.
- b. Collaborate with the Web Administrator to ensure website content is consistent, engaging, and aligned with SCMSA's goals.
- c. Liaise with the Event Secretary and Event Coordinator to promote upcoming events and share event-related updates.

5. Reporting and Analysis

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- a. Provide reports to the committee on media engagement, website performance, social media activity and merchandise sales.
- b. Use analytics to assess the effectiveness of campaigns and recommend improvements to enhance SCMSA's visibility and engagement.

Legal Obligations

1. Public Communication

- a. Ensure all public communication align with the Associations Incorporation Act 1981 (QLD) and SCMSA's constitution.
- b. Avoid defamatory, misleading, or false representations in any published material.

2. Merchandise Compliance

- a. Work closely with the Treasurer on maintaining accurate records of merchandise transactions to comply with financial reporting obligations.
- b. Adhere to intellectual property laws, ensuring proper use of SCMSA branding, logos, and copyrighted materials.
- c. Ensure familiarity with the logo copyright held by Neil Esplin, and adhere to the guidelines outlined in his authority letter regarding its use.

3. Privacy and Confidentiality

- a. Safeguard sensitive information and ensure all online and offline activities adhere to privacy laws and SCMSA's confidentiality policies.

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