



MARYBOROUGH CASTLEMAINE DISTRICT FNL

Media & Marketing Portfolio

- The Media portfolio board member oversees all public communications for the MCDFNL with support from the Competition Coordinator.

Key Duties include:

- **Marketing Strategy:** Working with the Competition Coordinator to develop a comprehensive marketing strategy to promote the league, increase community engagement, and enhance the League's public profile.
- **Brand Management:** Ensuring consistent messaging and branding across all platforms, including digital and print media, league events, and merchandise.
- **Content Creation:** Overseeing writing press releases and content on the league's website. Providing guidance and input into engaging content for social media channels.
- **Media Relations:** Ensuring the Competition Coordinator liaises with local and regional media outlets to ensure positive coverage of league events and news.
- **Social Media Management:** Ensuring that the League's social media platforms are regularly updated with engaging content, including match updates, player profiles, and community stories.