

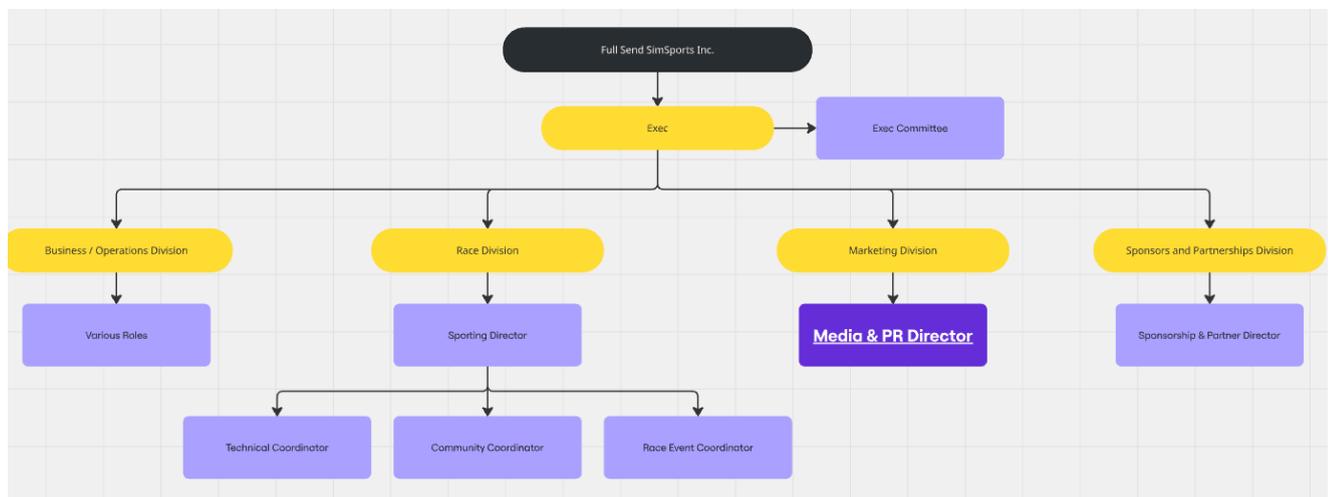


Media & PR Director

Role Purpose:

To maintain the team's public-facing image and ensure all visual branding is consistent. They are Full Send's brand guardian and storyteller, managing our social media and marketing efforts. They are responsible for how Full Send looks, sounds, and shows up to the outside world—from race day posts to long-term brand strategy.

Organisation Chart View



Key Responsibilities:

- **Content Creation Coordination:** Ensure that race highlights, results, and team news are posted on social media platforms.
- **Stream Promotion and Branding:** Promotes team members who are live-streaming and coordinates any team-specific broadcast requirements.
- **Social Media Standards:** Oversees the creation of guidelines and standard templates for use on social media.
- **Marketing Strategy:** Enforces and oversees development of the overall marketing strategy and how to best promote the team.
- **SMMPCE Meetings:** Runs the Social Media, Marketing, Partnerships, & Community Engagement (SMMPCE) meetings.

Reporting & Collaboration:

- Reports to the Executive Committee on matters of brand identity and promotion.
- Collaborates with the Sporting Director to ensure external messaging aligns with the team's overall brand identity.
- Collaborates with the Sponsorship & Partnership Director to ensure branding adheres to sponsor and partnership needs.

Supervises/Manages:

- Social Media and Marketing Staff