



<b>Policy Title:</b>	<b>Role Description – Website and Social Media</b>		
<b>Policy Number:</b>	AACBT-POL-09.06	<b>Process Owner:</b>	Board
<b>Authorised by:</b>	Board		
<b>Last Review Date:</b>	August 2024	<b>Next Review Date:</b>	March 2027

<b>Position Title</b>	Director – Website and Social Media
<b>Organisation</b>	Australian Association for Cognitive and Behaviour Therapy (AACBT)
<b>Position Purpose</b>	This position is responsible for the virtual / web presence of AACBT
<b>Reports to</b>	National President The Board of Directors for AACBT
<b>Portfolio</b>	AACBT Website Social Media engagement (Facebook, Twitter, LinkedIn)
<b>Remuneration</b>	Nil, voluntary position <ul style="list-style-type: none"> <li>Refer to Travel Policy for reimbursements</li> <li>Subsequent year memberships are complimentary</li> </ul>
<b>Term of Appointment</b>	Three (3) years (or shorter if resigned or casual appointment)
<b>Governing Document</b>	AACBT Constitution
<b>Requirements</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>Full member of AACBT <ul style="list-style-type: none"> <li>Refer S16.9 AACBT Constitution for Director-specific items</li> </ul> </li> <li>Strong diplomatic and interpersonal skills</li> <li>Strong analytical, critical thinking, and problem-solving skills</li> <li>Time available to fulfil AACBT Board duties</li> <li>Attendance and participation at AACBT meetings</li> <li>Attendance and participation at AACBT national conference</li> <li>Willingness and ability to be able to work remotely, via e-mail / phone / etc</li> <li>Experience with portfolio (including understanding of core marketing concepts)</li> <li>Experience on various social media platforms</li> </ul> <p>Preferred:</p> <ul style="list-style-type: none"> <li>Five (5) years of experience in cognitive and/or behaviour therapy (CBT) practice and/or research</li> <li>Broad connections within CBT community (domestic, national, international)</li> </ul>
<b>Groups / Memberships</b>	This position is a member of the following groups / sub-groups: <ul style="list-style-type: none"> <li>AACBT Board</li> </ul>
<b>Key Relationships</b>	This position primarily interacts with: <ul style="list-style-type: none"> <li>Board</li> <li>Executive Officer</li> <li>Outsourced website services contractor</li> <li>Memberships (database requirements)</li> <li>Marketing (social media use)</li> </ul>
<b>Position Responsibilities</b>	Objects of AACBT:



- To undertake and promote research and education into CBT
- To publish and disseminate information about developments in CBT within Australia and other countries
- To provide education and training in the principles and practices of CBT
- To support scientific, evidence-based practice of CBT within Australia
- To liaise and consult with other persons or organisations in the research, education and practice of CBT

*Also refer to AACBT Strategic plan*

**General:**

- Prepare for meetings by reviewing the agenda and supporting documentation
- Regularly attend board meetings and participate actively and conscientiously
- Keep up with issues and trends that affect AACBT
- Maintain confidentiality on all internal organisational affairs
- Undertake tasks as agreed / directed by Board
- Host / chair AACBT events as may be required
- Act in the best interests of AACBT and avoid any conflict of interest between their own interests and the interests of AACBT
- Contribute to the development of policies and strategic plans
- Participate in the evaluation of AACBT operations
- Ensure AACBT complies with legal requirements
- Understand AACBT's financial affairs and ensuring fiduciary responsibilities are met
- Approve audit reports, budgets and business decisions

**Portfolio specific:**

- Ensure functional website services, including membership sales, membership database, event ticketing, contract administration with outsourced provider
- Integration with Marketing activities, to highlight products and services available
- Editor of all website content, including menu layout
- Privacy and anti-SPAM policies
- Coordinate responses to enquiries from the media
- Coordinate media releases
- Provision of advice on website content for communication purposes
- Undertake orientation and maintain training on Membes website

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**Commitment Required**

- 5-10 hours per month
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