



<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>	September 2021	<b>Next Review Date:</b>	March 2024

<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>	Essential: <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> Preferred: <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<ul style="list-style-type: none"><li>Travel Grant assessment</li></ul></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>	<p>Objects of AACBT:</p> <ul style="list-style-type: none"><li>• To undertake and promote research and education into CBT</li><li>• To publish and disseminate information about developments in CBT within Australia and other countries</li><li>• To provide education and training in the principles and practices of CBT</li><li>• To support scientific, evidence-based practice of CBT within Australia</li><li>• To liaise and consult with other persons or organisations in the research, education and practice of CBT</li></ul> <p><i>Also refer to AACBT Strategic plan</i></p> <p>General:</p> <ul style="list-style-type: none"><li>• Prepare for meetings by reviewing the agenda and supporting documentation</li><li>• Regularly attend board meetings and participate actively and conscientiously</li><li>• Keep up with issues and trends that affect AACBT</li><li>• Maintain confidentiality on all internal organisational affairs</li><li>• Undertake tasks as agreed / directed by Board</li><li>• Host / chair AACBT events as may be required</li><li>• Act in the best interests of AACBT and avoid any conflict of interest between their own interests and the interests of AACBT</li><li>• Contribute to the development of policies and strategic plans</li><li>• Participate in the evaluation of AACBT operations</li><li>• Ensure AACBT complies with legal requirements</li><li>• Understand AACBT's financial affairs and ensuring fiduciary responsibilities are met</li><li>• Approve audit reports, budgets and business decisions</li></ul> <p>Portfolio specific:</p> <ul style="list-style-type: none"><li>• Ensure functional website services, including membership sales, membership database, event ticketing, contract administration with outsourced provider</li><li>• Integration with Marketing activities, to highlight products and services available</li><li>• Editor of all website content, including menu layout</li><li>• Privacy and anti-SPAM policies</li><li>• Coordinate responses to enquiries from the media</li><li>• Coordinate media releases</li><li>• Provision of advice on website content for communication purposes</li></ul>
<b>Commitment Required</b>	<ul style="list-style-type: none"><li>• 5-10 hours per month</li></ul>