

## Marketing/Communications Officer Role Description

### Overview of the Role

The Marketing/Communications Officer is responsible for raising the profile of the venue and its activities to current members, parents, the local community and local media.

### What you will be doing

Exact responsibilities will be agreed (and may be shared) but will likely include:

- Developing and delivering a marketing and communications plan
- Raising the profile of the club and opportunities to play, coach and volunteer in the local community
- Considering how to improve the 'look' of the venue (e.g. logo, signage and website), ensuring it reflects the management committee's vision
- Putting in place regular communications with members – newsletters – press releases – website stories.
- Obtaining coverage of events with local media
- Working with Social media coordinator for combined message.

### Skills and experiences needed for the role

- Approachable and friendly
- Excellent communication skills – verbal and written
- Good IT skills
- Creative and enthusiastic
- Good ambassador for the club

### Training and support available

Before starting in this role, you will receive training from Matt who will go through the process with you. You will receive ongoing support.

### Commitments

- Time commitment will vary dependent upon tasks but on average this will be around 2 hours per week
- You will be asked to attend management committee meetings where possible

### Further Information

- This role MAY require a DBS check