



Position Description – Communications Manager

Objective

To market and promote the club in a positive light.

Responsibilities

- Develop / implement a promotional plan for the club.
- Prepare club newsletter.
- Placing sponsorship in newsletters.
- Main contact person for all media requirements.
- Assist committee with marketing and new business ideas.
- Work out which social media platforms and strategies best suit the success of your communication strategy, club goals and objectives.
- Review and update the social media policy (code of conduct)
- Actively update the club's social media channels throughout the week during the season (e.g. updating scores, results, achievements, injuries etc.)
- Promote club events and activities as well as special promotions or offers from sponsors.
- Review your communication strategy from the season and make recommendations or changes to the committee for next season.
- Keeping a record of any publications (e.g. newsletters or flyers etc.)

Relationships

- Works in collaboration with committee.

Accountability

- President

Average weekly hours for this role

1-3 hours per week or as requested.

*** Please note this is a non-committee role.