

## **Marketing/Communications Officer Role Description**

### **Marketing/Communications Officer**

***Responsible for raising the profile of the venue and its activities to current members, parents, the local community and local media.***

#### **Main duties**

- To develop and deliver a marketing and communications plan
- To raise the profile of the club and opportunities to play, coach and volunteer in the local community
- To consider how to improve the 'look' of the venue, from its logo and signage to its website and ensure it reflects the management committee's vision
- To ensure that diverse images and text promote safe and inclusive tennis
- To put in place regular communications with members through an e-mail database and notices at the venue
- To work with local media to obtain coverage of club events and competition results
- To work with the website editor and social media co-ordinator to ensure all news and results are communicated online
- To establish a relationship with local councillors and the local MP to encourage support for the venue and special events
- To establish a relationship with community and local organisations who could help promote tennis more widely and develop non-traditional tennis routes

#### **Skills and traits**

- Approachable and friendly
- Excellent communication skills – verbal and written
- Good IT skills
- Creative and enthusiastic
- Good ambassador for the venue
- Attention to detail and accuracy

#### **Key Relationships**

- Chairperson and management committee
- Website editor and social media co-ordinator
- Coach
- Local County Tennis Association
- Local media and organisations
- Competition organiser and team captains/contacts

#### **Time commitment**

- Attendance at management committee meetings as required
- Attendance at club events
- 1-2 hours per week, excluding events

#### **Criminal records check**

- Dependent on their contact with children and/or adults at risk and/or access to confidential information