

# Publicity & Communications

## Overview of the Role

The Publicity and Communications committee member is responsible for raising the profile of the club 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 club (e.g. logo, signage and website), ensuring it reflects the management committee's vision
- Putting in place regular communications with members (email, notices, online etc.)
- Liaising with Club team captains regarding match results and reports
- Obtaining coverage of events with local media

## Skills and experiences needed for the role

- Genuine interest in being involved in the management and running of the Club
- Approachable and friendly
- Excellent communication skills – verbal and written
- Good IT skills
- Creative and enthusiastic
- Good ambassador for the venue

## Commitments

- Time commitment will vary dependent upon tasks but on average this will be around 1 hour per week
- Attend committee meetings and events