



COMMUNICATION & INFORMATION OFFICER

The Marketing and Communications Officer's role is to manage all marketing, advertising and publicity for the for the Griff and Coton Netball Club ("Club").

WORKS WITH AND IS RESPONSIBLE TO:-

- The Club's Main Committee

Purpose of the role

- Ensure effective and regular communications with All Club members
- Utilise local media to ensure residents of Nuneaton and Bedworth and the local community are aware of the Club's presence and activities
- Raise profile of the Club via online presence and any other relevant media
- Ensure online presence is accessible to all people searching to play netball for a local netball club
- Produce materials required for recruitment campaigns and events to increase membership

Duties and Responsibilities

- Raise profile of the Club via online presence and any other relevant media including the England Netball membership magazine
- Responsible for all Club Press Releases utilising contacts to gain publicity in the media (local, community and England netball publications) Produce and issue a minimum of four press releases each year
- Maintain and manage the Clubs Website ensuring it is kept fully up to date and accurate by posting relevant and current stories / updates / achievements about the club whilst sourcing and writing the content required
- Liaise with relevant club members to obtain information and / or ensure it is accurate and to update for the Club website
- Respond to messages and communications received via the website / Facebook page and if necessary highlight / forward to relevant committee member(s)
- Administrator for the Club's Public Facebook page, ensuring The Facebook page is the "face" and public image of the Club and reflects the ethos of the club.
- Responsible for constructing relevant posts to assist with recruiting new players to the club and anything relating to the advertising the Club / netball / Griff and Coton sports club
- Monitor and review external postings made by 3rd parties (check posting is not offensive or inappropriate)
- Ensure the relevant permissions have been gained for photographs taken and published online, and social media adheres to the England Netball Social Media Policy
- Produce as and when required for posters/flyers for club events and recruitment campaigns, circulate to ensure they reach the appropriate target audience



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- Assist with funding applications and provide any media / publicity as requested by funders
- Produce as and when required relevant marketing material
- Liaise with the Chair/Vice Chair regarding all external communications to a 3rd party
- Ensure all documentation is stored within GDPR guidelines (General Data Protection Regulation)
- Attend club committee meetings as necessary
- Represent the club at other external meetings for example netball league, Griff main committee /trustees/local council

TIME COMMITMENT REQUIRED

- Approximately 8-10 hours a month

SKILLS/ATTRIBUTES REQUIRED

- Excellent organisation and communication skills
- Some General Marketing experience
- Knowledge on how to update and maintain a website
- Ability to identify / generate topics/stories to write press releases
- Ability explore stories / topics online to update public Facebook page
- Ability to design and produce electronic posters / flyers
- Enjoy taking photographs and encourage others to do the same!
- Available to deal with correspondence during the day/early evening

BENEFITS OF ROLE

- Satisfaction of making a real contribution to the Club
- Platform for future volunteering/employment opportunities
- Meeting and working with new people within both the Club and externally with other organisations
- Improve Marketing and Communications skills