

Job Description – TWH Communication Officer

Why...

The club wishes to engage more members in volunteer activities whilst limiting the number of elected committee positions necessary to effectively manage the club. Historically communication related roles such as Webmaster & Publicity Secretary were committee positions whilst other roles such as social media manager were not formally recognised as either committee or non-committee roles.

The creation of a new committee position 'Communications Officer' allows for the consolidation of communication related activities and strategy under a single elected officer of the club whilst promoting the appointment non-committee roles to cover disciplines that support the execution of communication activity.

Appointment

The Communication Officer shall be nominated and elected at the AGM in accordance with the club constitution/rules and remain in office until the conclusion of the AGM of the following year.

Job Description

The Communications Officer builds and maintains relations between the club members, the media and the public with a view to publicizing achievement and maintaining/growing club membership. The post holder will provide the club committee with a single point of contact across all areas of communication strategy ensuring a consistency in approach. The role will be supported by the appointment of several non-committee roles that should cover the execution of communication activity.

Main responsibilities:

The Communication Officer has responsibility to:

- develop and drive a multi-channel communications strategy including branding, publicity & club marketing.
- build and manage relationships with key stakeholders including local newspapers, radio & businesses that can support and maximize the club's profile and awareness in the community.
- manage the club's social media accounts and website including sourcing and developing content as well as monitoring engagement to ensure information remains relevant and current.
- ensuring that all marketing material produced and promoted by the club is consistent with the club's objectives and appropriate to the audience.

- lead a team of non-committee volunteers to support the club communication objectives including but not limited to the following:
 - Newsletter Editor
 - Publicity
 - Social Media Champion
 - Webmaster
- encourage all members to contribute content to promote individual or group achievement and success in any form.
- assist the club social secretary in promoting club sponsored social events across club communication platforms.
- ensure a club calendar is published and maintained throughout the year drawing to attention to club events and external competition.