

Broxbourne Sports Club

Role Description: Marketing & Communications Officer

Reports to: Chair of Sports Club Committee

Purpose of the Role

- To manage all marketing, advertising and publicity for the sports club
- To ensure effective and regular communications with Sports Club members

Main responsibilities

Marketing, advertising and publicity:

- Produce an annual plan and budget for marketing the club in the local area to attract members, sponsors and to promote facilities hire
- Set and manage the Club's marketing budget – in liaison with the Treasurer
- Oversee the implementation of the marketing plan
- Support sections with open days and other initiatives aiming to attract new members
- Ensure regular social media postings and press releases to raise the profile of the club externally

Design and Production:

- Ensure that all marketing materials adhere to the Sports Club design guidelines – acting as advisor to those within the sections on all design issues
- Manage the production of materials – signage, posters, leaflets etc
- Ensure good procurement practice in relation to marketing costs, getting quotes for all projects costing over £100 and utilising free facilities wherever possible
- In relation to the above – establish a network of marketing-related professionals within the club's membership who are willing to volunteer their time and expertise
- Manage the Club's website and social media accounts

Communications with members:

- Issue regular e-bulletins to club members – minimum monthly but more frequently if required
- Bulletins should include any items identified for reporting at the Sports Club Committee
- Liaise with sections to ensure that key Club news features in the bulletins
- Assist the Social Secretary to publicise social events
- Oversee the regular updating of the news and events sections of the Club's website

The above responsibilities could be undertaken by one individual committee member or be split across roles – ensuring lines of communication are clarified.