# Role Description

## Communications Manager

*Note: The detail contained within this role description is indicative only and should be used as such by clubs to adapt to their needs.*

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| **ROLE INFORMATION** | |
| **Purpose** | The Communications Manager is responsible for leading the club in its engagement with members, supporters, stakeholders and the local community through appropriate and effective communication efforts. |
| **Responsibilities** | Primary responsibilities for the role of Communications Manager include:   * Maintaining an up to date communications plan including stakeholder list. * Overseeing successful implementation of the club’s communications strategy. * Ensuring that all marketing material produced and promoted by the club is consistent with the club’s editorial guidelines and at all times professional and appropriate to the audience. * Managing 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. * Building and managing relationships with key stakeholders including local newspapers, radio stations, television networks and businesses that can support and maximise the club’s profile and awareness in the community. |
| **People Management** | Depending upon the size and capability available within the club, individual Social Media and/or Website Officer roles could be established and be reportable to the Communications Manager. |
| **Budget Management** | An operating budget may be available for marketing/promotional activities and should be determined and managed in association with the Treasurer. |
| Note: Add any additional information/requirements specific to the role that needs to brought to the reader’s attention.   * This position requires a clearance/s to work with children which is an essential component of this role and therefore to continuing employment. * The ordinary working hours for the club can include duty on weekends and evenings. * The successful candidate for this role will be subject to a National Police Criminal History Check prior to appointment. | |

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| **EXPERIENCE AND CAPABILITIES** | |
| **Qualifications and Experience** | * Previous experience or qualifications in Marketing, Communications, Public Relations, Advertising or Journalism is preferable. |
| **Knowledge and Skills** | * Excellent communication skills, including written and oral. * Strong interpersonal skills. * Strong attention to detail. * High level computer proficiency. * Ability to allocate regular time periods (e.g. weekly or monthly) to maintain social media accounts and website. * Experience with content design and development. |