



Role Description- Marketing and Communications Coordinator

ROLE INFORMATION	
Purpose	The Media/Communications Coordinator is responsible for leading the club in its engagement with members, supporters, stakeholders and the local community through appropriate and effective communication efforts.
Responsibilities	<p>Primary responsibilities for the role of Communications Manager include:</p> <ul style="list-style-type: none"> • 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.

EXPERIENCE AND CAPABILITIES	
Qualifications and Experience	<ul style="list-style-type: none"> • Previous experience or qualifications in Marketing, Communications, Public Relations, Advertising or Journalism is preferable.
Knowledge and Skills	<ul style="list-style-type: none"> • 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.