

SALE SPORTS CLUB

COMMUNICATION OFFICER

The communications officer is a new officer of the club. The role reflects the increased importance of technology and social media, as well as the changing nature of society in general. It is vital that the club communicates effectively with its members and the wider community. This will play a pivotal role in liaising between the sections, officers, employees and members.

The role replaces the social secretary on the club council, a position that we have struggled to fill on a long term basis. This sets out the areas that the role may cover, although it is recognised that this will depend on the individual and will undoubtedly develop and change as time goes by.

- To develop effective communication methods (e.g. websites, social media, newsletters, weekly emails, etc.) to promote:
 - a. All club and section news, events and functions across the whole of the membership
 - b. The use of the club bars and the Stockton Room
 - c. The club and its activities to external stakeholders including the press (or liaise with a club press officer if in post)
 - d. Best practice amongst the officers, section committees and employees of the club
- To act as a liaison between club officers, section committees, our employees and other stakeholders regarding club and section activities
- To lead on and co-ordinate the club's external communication strategy (with the support of the club council)
- To lead on the development of a social media policy and guidelines (with the support of the club council)
- To ensure the club website and blog are up to date, liaise with sections to ensure that sporting information is up to date
- To ensure that e-mail addresses in the club membership database are up to date, liaise with the sections to ensure new members are added and existing members details are updated
- To ensure that club affiliated websites and social media are monitored for inappropriate use by club members