

Role Description – Communications Co-ordinator



fife athletic club

www.fifeac.org



Communications Co-ordinator

As the Communication Co-ordinator, you will promote Fife AC and its interests to both Club members and members of the public, which will raise the profile of the Club and of athletics in general. Your good news stories will boost the awareness of athletics and lead to greater participation. You will oversee the Communications Group to ensure a positive, consistent, welcoming and attractive image of Fife AC is created.

Ideally, you'll need to:

- be communicative
- have an understanding of all aspects of athletics
- be organised, punctual and accurate in reporting
- be media savvy

What you and your Group will do:

- Raise the profile of the Club to internal and external audiences
- Maximise awareness of the Club's achievements and activities through all sources of the media
- Liaise with the local media – TV, papers and radio
- Oversee internal channels of communication – the Club's website and Bulletin Board, the Club's Facebook page, the Club's Twitter account and any other appropriate social media sites, and printed publicity material such as flyers and Welcome Packs
- Write detailed reports on competitions and good news stories, as appropriate
- Promote awareness of upcoming races and competition opportunities among Club members

Note that different members of the Communications Group will likely take responsibility for different areas of communication.

How much time will it take?

This role in most cases will take about 3 hour per week, but this may increase during peak periods.

What you'll get out of it:

- A sense of teamwork
- Opportunities to celebrate and broadcast the success of others
- A network of media contacts
- A high profile within the Club and the wider community
- Opportunities for creative development of the Club's engagement with media outlets

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- JOB TITLE:** Communications Co-ordinator
- RESPONSIBLE TO:** The Club Board
- SKILLS REQUIRED:**
- Excellent oral and written communications
 - Understanding of athletics
 - Organised, punctual and accurate in reporting
 - Media savvy
 - IT skills to liaise with the Club Webmaster and interact with the Club's social media sites
 - Ability to liaise with and lead the Communications Group in a constructive and motivating way, to ensure a consistent and appropriate message is given out in all of the Club's communications

MAIN DUTIES:

- 1) Raise the profile of the Club to internal and external audiences
- 2) Maximise the Club's achievements and activities through all sources of the media
- 3) Liaise with the local media – TV, papers and radio
- 4) Oversee internal channels of communication – the Club's website and Bulletin Board, the Club's Facebook page, the Club's Twitter account and any other appropriate social media sites, and printed publicity material such as flyers and welcome packs
- 5) Co-ordinate detailed reports on competitions and good news stories, as appropriate
- 6) Pursue opportunities to creatively develop the Club's engagement with media

SIGNATURES:

Communications Co-ordinator:

SignedDate

President:

SignedDate