



Vermont Vultures Basketball Club

Vermont Vultures Basketball Club – Role Description – Communications Manager

Updated 9/11/2020

Role: Communications Manager

Role classification: Voluntary

Exec Committee member: Via nomination

Committee member: Yes

Expected hours of work: 10-15 hours per month, variable by month

Purpose

The purpose of this document is to outline the roles and responsibilities of the Communications Manager at the Vermont Vultures Basketball Club (The Club). These roles and responsibilities are not intended to be exhaustive, but rather to outline what is typically required to fulfil the role.

Summary

The role of the Communications Manager is a key recent role within the Vermont Vultures. The key responsibilities include ownership of the communications plan for The Club and the drafting and sending of key communications to members.

Role description

The Communications Manager is supported by the Club Admin Officer and Social Media & Website Manager and is required to perform the following duties:

1. Develop & adapt a seasonal communications plan to covering key messages, timing, format, audience
2. Develop communications templates and guidelines for use in conjunction with the Social Media & Website Manager
3. Complete key communications for distribution throughout season in conjunction with the Committee
4. Send email and post social media comms as agreed with the Club Admin Officer and the Social Media & Website Manager
5. Identify and utilise communication software tools to increase the efficiency of delivery, standardise the format of content, and manage recipient's communication preferences
6. Assist the Strategic Partnerships Manager to ensure relevant Partner & Sponsorship offers are communicated and that that The Club fulfils any commercial obligations in respect to communications to the member base
7. Work with Club Admin Officer and Social Media & Website manager to add frequently asked questions into communications and on to the website

Skills required

The successful applicant will possess:

- Can communicate effectively with external organisations and individuals
- The ability to engage people through a variety of communication methods and to understand what formats are suitable for different messages

Qualifications required

- Past experience in a similar role (paid or voluntary)
- Current Working with Children Check
- A past or current affiliation with The Club as player, parent/guardian, Committee member, or active supporter



Vermont Vultures Basketball Club

Remuneration

This role is a voluntary position

Mandatory Competencies/Licenses

- Working with Children Check

For more information on this role

Club Secretary secretary@vermontvultures.org.au