



Vermont Vultures Basketball Club Position Description – Brand and Communications

Updated 4/10/2023

Role: Brand and Communications

Reports to: Club Executive

Role classification: Voluntary

Committee member: Yes

Expected hours of work: 20 hours per month, variable by month

Purpose

The purpose of this document is to outline the roles and responsibilities of the Brand and Communications at the Vermont Vultures Basketball Club (The Club).

Summary

The role of the Brand and 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. This role is also required to ensure that the Club is consistent in its branding including but not limited to all communications, such as committee emails, website and social media branding to ensure all pathways of communication are cohesive and consistent.

Role description

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

1. Develop & adapt a seasonal communications plan to covering key messages, timing, format, audience and adhere to the global communications timeline for key dates, events and messaging
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 Basketball Operations Officer and the Social Media & Website Manager
5. Oversee clubs copywriter to ensure consistency in messaging and style/brand of communications and accuracy of information being released.
6. Identify and utilise communication software tools to increase the efficiency of delivery, standardise the format of content, and manage recipient's communication preferences
7. 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
8. Work with Club Admin Officer and Social Media & Website manager to add frequently asked questions into communications and on to the website Ensure branding for all events is consistent with the Club branding and where necessary liaise with Brand and Communications
9. Comply with all aspects of the Club and Associations Code of Conduct, policies and procedures.
10. Maintain player and family confidentiality when dealing with sensitive matters.
11. Manage all Club records and documents in an accurate and secure manner.
12. General administration duties as required.

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 Able to manage a team
- Good understand of compliance requirements for community based sporting organisations.

**Qualifications required**

- Past experience in a similar operational 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

Further information on this employment classification you can contact the Treasurer at treasurer@vermontvultures.org.au

Mandatory Competencies/Licenses

- Working with Children Check

For more information on this role

Club President president@vermontvultures.org.au

Club Vice President vicepresident@vermontvultures.org