



Without the time, energy and commitment of volunteers, grassroots netball simply would not happen

**COMMUNICATIONS OFFICER - ROLE SUMMARY
TO LEAD THE PLANNING, MONITORING AND DELIVERY OF THE
STRATEGIC VISION FOR THE REGION'S MARKETING &
COMMUNICATION.**

Key Tasks:

- Lead the Communications Technical Support Group (TSG).
- Input to the Regional Management Board (RMB) Regional Plan.
- Monitor and deliver the communication and marketing section of the regional plan.
- Oversee the maintenance of the regional website.
- Oversee and track success of the Regional social media channels.
- Liaise with the Regional Coordinator around social media strategy.
- Support Regional Coordinator with content creation for social media and newsletters.
- Liaise with other Technical Support Groups (TSGs) to ensure promotion of activities, successes and achievements within the Region.
- Help promote the Regional Golden Globes event, encourage applications & recognise nominees & winners.
- Ensure that equality, ethics, safeguarding policies and good practice are applied across all communication and marketing activities.
- Ensure that all marketing is appropriately and correctly branded as guided by England Netball.
- Ensure succession planning is maintained for the Communications Chair role.
- Voting member on the RMB.

Desirable knowledge & skills:

- Strong strategic vision and understanding of marketing and communication.
- Excellent digital skills including ability to interpret analytics.
- Strong interpersonal & communication skills.
- Ability to build & maintain effective networks.
- Good team leadership skills.
- Ability to manage a group of volunteers from a variety of backgrounds.
- Understanding of the role of social media in promoting netball and sport for women.
- Experience of digital marketing.
- Experience of maintaining websites.

