**COMMUNICATIONS OFFICER POSITION DESCRIPTION (SAMPLE ONLY)**

The Communications (Marketing and Promotions) Officer is responsible for overseeing the implementation of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ communications and marketing plan (if applicable) .

## **Responsible To**

The Communications Officer is directly responsible to the President of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the members of \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The Communications Officer may chair the Marketing and Promotions Committee.

## **Responsibilities and Duties**

The Communications Officer should:

* Maintain and update club web site
* Maintain club’s social media (i.e. Facebook page) – ensuring up-to-date and relevant information is posted
* Produce monthly club newsletter
* Develop (as part of the club/group plan) in conjunction with the Marketing and Promotions Committee the club/group marketing plan.
* Work with the Treasurer to develop a budget for the marketing plan.
* Oversee the implementation of the strategies in the marketing plan.
* Submit regular reports to the club/group committee.

## **Knowledge and Skills Required**

Ideally a Communications Officer is someone who:

* Can communicate effectively.
* Is positive and enthusiastic.
* Is well organised.
* Has marketing expertise and experience in dealing with the local and social media.

**Time Commitment Required**

The estimated time commitment required as the Communications Officer of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is \_\_\_\_\_\_\_\_\_\_\_\_\_\_hours per month.