



## **Omokoroa Football Club – Club Communications Coordinator Role Description**

This volunteer position will cover the co-ordination of all of the Football Club's communications, including:

- Ensuring all Club members have information that they need about Club activities.
- Recruiting potential members by providing relevant promotional materials.
- Creating a communications plan for each team manager/ coach. To ensure each manager is aware of how to share weekend playing information, where to source this information, how to share the information in a timely fashion, etc. Ensuring parents and players have access to team schedules
- Gather weekly match results and publish on website or Facebook
- Managing external communications to the likes of the Lizard News, etc to boost awareness of the club. Including a monthly article to the Lizard News highlighting players/ teams/ tournaments/ activities, etc.
- Maintaining the Omokoroa Football Facebook pages, creating posts of "Player of the Day" photos, photos taken by parents, results, upcoming events, etc. With an aim to boost the interactions on the Facebook page
- Be the point person for distribution of information to our mailing databases. Ensure that the messages we send out are clear and timely.
- Create and maintain a Communications Calendar, which will describe all of the required communications, when they need to go out and the ways in which they will be distributed.
- The broader community is aware of opportunities to engage the with Club and Club facilities

Skills required:

- Strong time management
- Strong written communication skills, for Facebook posts, intra-club email communications, Lizard news articles, etc.
- Understanding of how to work as a Facebook Admin
- Confident in navigating cloud based web software systems
- Excel, Word, etc proficient

The Club Communications Coordinator role will work closely with the Club President and Club Secretary. With direction being set by the OFC Committee.

It is not a requirement, however the Club Communications Coordinator is welcome to join the Omokoroa Football Club Committee, to assist in the overall growth of the club.



Below is our draft Communications Calendar, to provide insight as to the activities and time expected of the role.

## Omokoroa Football Club

### Communications Calendar

Month	Task	Distribution	Hours
March	Attend Committee Meeting		2
	Season launch newsletter 1	Website, FB	2
	Season launch newsletter 2	Website, FB	2
	Season launch review	Website, FB, media	1
April	Teams + volunteer update	Website, FB	2
	Comms guidelines for coaches/mgrs	Email	0.5
	Obtain and publish team draws	Website	2
	Obtain, edit, publish team profiles	Website	4
	Attend Committee Meeting		2
May	Season preview	Website, FB, media	2
	Round 1 results	Website, FB	1
	Round 2 results	Website, FB	1
	Newsletter and team profiles	Website, FB	2
	Round 3 results	Website, FB	1
	Round 4 results	Website, FB	1
	Quarter-season update	Website, FB, media	2
June	Newsletter and team profiles	Website, FB	2
	Round 5 results	Website, FB	1
	Round 6 results	Website, FB	1
	Newsletter and team profiles	Website, FB	2
	Round 7 results	Website, FB	1
	Round 8 results	Website, FB	1
	Newsletter and team profiles	Website, FB	2
July	Mid-Season update	Website, FB, media	2
	Round 9 results	Website, FB	1
	Round 10 results	Website, FB	1
August	Newsletter and team profiles	Website, FB	2
	Round 11 results	Website, FB	1
	Round 12 results	Website, FB	1
September	End-of-season wrap	Website, FB, media	3
	Prize-Giving comms	Website, FB	1
		Total hours:	49.5

Weekly: obtain and publish photos for social media and website