

Communications Manager

Overview: To coordinate a communications team to generate regular, positive publicity, both internally and externally, to increase engagement and raise participation in cricket and social activities.

Reports to: The Management Committee

Time commitment: 6 hours per week

Responsibilities:

- Build and maintain a 'one club' communications identity across all media platforms, including WhatsApp, Facebook, Club Website, Instagram, Threads, Twitter.
- Coordinate the work of the communications team to that end.
- Develop and maintain a communication plan working closely with the Social Secretary, the Cricket Committee, and communications team.
- Monitor the execution of the communications plan, ensuring all club activities are publicised effectively (right message, right audience, right channel, right time)
- Manage relationships with authors and source club information.
- Manage the production of the Members Handbook.
- Monitor level of communication engagement (membership and beyond) revising communications plan as necessary where engagement is poor.

Skills and attributes:

- Excellent knowledge of the club, its structures, and people.
- Confident and strong communication.
- Capable organiser
- Comfortable using social media.