



SBTC Committee Member Position Description

Communications Officer

Role

Coordinate club communications to enhance club branding and culture

Responsibilities

- Coordinate all email communications from committee to members, including compiling/writing the content and issue of the weekly news email to club members via mailchimp
- Maintain the current financial members email list on mailchimp
- Support other office holders in mailchimp communications specifically president, secretary, and training coordinator
- Develop, maintain and implement an up-to-date communications plan for the club
- Publish news articles on website
- Along with Member Liaison Officer and the President (and other committee members) ensure social media is used to enhance club culture and external branding, with particular focus on twitter, facebook and instagram.
- Ensure training events on web page are kept up to date (working with club coaches and Training Coordinator)
- Ensure sponsors and partners profiles are regularly promoted via club communications
- Support Raceday, Social and Merchandise roles with necessary club communications
- Provide backup support to Information Technology Officer regarding the website (where possible)

Last updated: July 2017