JOB TITLE: NATIONAL COMMUNICATIONS AND COMMUNITY OFFICER

## JOB SUMMARY

Responsible for setting and implementing the Association's communications strategy to meet the needs of both existing and potential members of the Association.
Ensure the smooth running of the day-to-day communications activities of the Association.
To pull together an overall picture of 41 GB&I community activities both locally and nationally.
To encourage Clubs to undertake activities that benefit their communities.
Raise awareness of local and national community activities both amongst Members and external audiences.

## RESPONSIBLE TO

National President

## DIRECT REPORTS

Web Manager

## RESPONSIBILITIES AND DUTIES

COMMUNICATIONS

- Develop, implement and maintain a communications strategy in line with the purposes and objects and 8 pillars of the Association.
- Ensure communications content and channels meet the needs of differing member and potential member profiles.
- Organise and manage the Communications Committee.
- Organise and manage the Community Committee.
- Exploit revenue generating opportunities from third party advertisers.
- Be the Press Officer of the Association.
- Create content, such as publications, website content, press releases, annual reports and other marketing materials.
- Assist the Membership Officer with promotional material.
- Ensure that all media content aligns with the Association's brand identity and messaging.
  Liaise with the Membership Officer & committee to ensure that the Association communications strategy is always in line with the Membership strategy.

COMMUNITY

- Encourage community focused activities at a local Club level and at a National level.
- Create and maintain a database of local and national community activities.
- Capture and share best practice processes and procedures for undertaking community activities locally and nationally.
- Communicate to internal and external audiences the community activities which 41 Clubs are undertaking.

## PERSON SPECIFICATION

### Skills and Knowledge

**Essential**

- Ability to implement strategic initiatives.
- Understanding of and ability to manage communications channels.
- Ability to develop communications messages for appropriate member and potential member profiles.
- Excellent interpersonal and communication skills, ability to build rapport and credibility with a wide range of stakeholders.
- Ability to think creatively.
- Strategic thinking and planning skills.
- Strong leadership and decision-making abilities.
- Ability to listen.
- Ability to motivate and communicate effectively to diverse stakeholders at all levels within the 41 Club movement and externally.
- Ability to capture and analyse data.

**Desirable**

- Proficient in the use of social media platforms.

### Key Activities

- As a member of the Management Board implement decisions made by Board Members and carry out the business of the Association.
- Be responsible on behalf of the Association for the production of any regular publication of the Association.
- Be responsible for publishing the activities of the Association to both internal and external audiences.
- The creation and maintenance of a database of local and national 41 Club community events, including the capture and sharing of ‘best practice’.
- Being an advocate for the promotion of more community focused activities by 41 Clubs.