

HOEOCA COMMITTEE POST - ROLE DESCRIPTION

Communications

ROLE PURPOSE

To maximise effective communications both internally and externally, ensuring clear and consistent messages.

DUTIES & RESPONSIBILITIES

1. Collate, edit and distribute a monthly club newsletter 10/11 times a year
 - a. Agree topics to be covered at committee meeting
 - b. Receive and edit contributions from committee members to ensure a consistent & friendly tone of voice
 - c. Research and add any additional sailing related topics that may be of interest
 - d. Source images as necessary, produce newsletter and notify all members
 - e. Post hard copies to those without email
2. Plan, create and agree with the committee, the club communication calendar for the following year and agree with the Commodore who alerts members to social and speaker evenings in conjunction with the above.
3. Promote a HOEOCA presence on Facebook and encourage Member contributions
4. Seek and take up external opportunities to promote the club such as submitting awards and press releases.
5. Assist in furthering the scope and direction of the club by assisting in the production of Member surveys and Grant & Award applications.
6. Oversee the website content, ensuring that the style is consistent with the club standard and removing out of date information
7. Maintain the HOEOCA Brand throughout all communications and Club Materials.

GENERAL

Committee members should be available to attend the majority of the monthly committee meetings which are normally held at 2000 on the last Thursday or any month (except December) as well as being generally supportive of club events. Additionally, in turn each committee member acts as a "Meeter Greeter" at a first Tuesday social.

An interest in and/or enthusiasm for sailing and your particular speciality is an advantage.

It is expected that all committee members will become directors of HOEOCA limited which is a Company Limited by Guarantee.

SPECIFIC TO ROLE

A good degree of IT literacy is required for this role, although training will be given on the packages in use – Survey Monkey, Newsletter production, Website Content Management System.

Ability to adapt/write copy in a style appropriate for the outlet/media channel being used

An understanding of electronic communications and marketing is highly desirable and an awareness of market trends.