



AGM 2024 - ROLE INFORMATION SHEET

COMMUNICATIONS OFFICER

WHAT YOU'LL DO

Spread the good news of rugby and the work that the club does. You make sure that Club Management always keep people well informed and encourage feedback from members. You promote the whole club's interests to members and the wider public which raises our profile and ultimately our success. It also boosts the popularity of the game which will lead to more members.

KEY ASPECTS OF THE ROLE

- Maximise publicity for all sections of the Club membership, including training, matches, activities, and events.
- Oversee internal channels like the club emails, website, and social media accounts, and manage external suppliers (such as hosting and domain names).
- Keep the website and social media channels regularly updated and engaging.
- Hold administrator permission and administer any other access levels by users.
- Manage the Club's GDPR requirements and data security.
- Ensure that the results of matches game are communicated, and match reports are written when needed.

IS THIS ROLE FOR YOU

If you are media savvy, with strong communication skills, efficient and meticulous and a team player passionate about rugby, you could hold a position where you would be the voice of the club; its profile is under your watchful eye. For a role of this size, consider the team you might want to build around you to support all sections of the Club and in the lead up to and delivery of playing and social events.

Current Role Holder: Naomi White (communications@millwallrugby.com)

Intends To Stand Again	No	Time per week required	3 - 5 hours
Main achievements for S2023/24	<ul style="list-style-type: none"> - Established a system of more regular email updates, including a variety of Club/team news and upcoming events. - Empowered enthusiastic volunteers to take ownership in the crafting of social media content relevant to their sections, to ensure the main social media channels represented all sections. 		
Main challenges for S2024/25	<ul style="list-style-type: none"> - Maintaining a regular email communication schedule. - Updating the websites news section on a more regular basis, to include the information most important to members and perspective joiners. 		