

POSITION DESCRIPTION:

COMMUNICATIONS COORDINATOR



REVIEWED:

1.0 PURPOSE

The Communications Coordinator will advertise and promote the Club, its activities and its members internally and externally. Promoting awareness of Club programs and skaters in the community encourages support for the Club and fosters the development of youth through the sport of figure skating.

2.0 RESPONSIBILITIES

- Investigate and recommend new promotional activities
- Place advertisements in local media as required (minimum 1 week prior to event)
- Responsible for maintaining Club website, uploading schedules, news events, photos, bulletins, etc.
- Maintain contact with the local newspaper and advise them of special events and special Club days
- Display posters in the Community (7 to 8 locations) for special Club events i.e. Registration, Exhibition.
- Provide copy and photography for the local newspaper
- Manage candid photography and photofinishing of skaters and Club events.
- Display photographs of CanSkate and Pre-School CanSkate skaters on the bulletin board. Replace photographs monthly.
- Ensure that parents have signed a release enabling you to post skaters pictures on the website, social media, newspaper, bulletins, brochures, etc.
- Ensure that the trophy case is clean and orderly.
- Obtain photographs taken by others at competitions to add to our displays and collection.
- Maintain photographic displays of our Club activities on the Arena bulletin boards.
- Co-Chair (with Vice-President) the year-end Wind-Up Committee.
- Assist with other Club activities
- Monitor club activities while at the arena, provide club information as board representative to club members

3.0 REQUIREMENTS

- Good organizational skills
- Ability to communicate effectively
- Access to a computer, internet and word processing programs such as Word and Excel
- Proficient computer skills and access to photocopier and printer
- Familiar with FOIP (Freedom of Information and Protection of Privacy)
- Ability to work with a team and independently
- Ability to fulfill deadlines
- Make good decisions based on the best interest of the Club as a whole

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4.0 TIME COMMITMENT

- One year term of office; August 1 - July 31
- Estimated time;
 - Annual General Meeting, 2 hours per year
 - Monthly Board of Directors meetings, 20 hours per year / 8 meetings
 - Maintain Website, 2 hours per week / 70 hours per year
 - Develop press releases 2 hours per month / 8 hours per year
 - Co-Chair Wind-Up Committee 8 hours per year
 - General correspondence, 10 hours per year

Approximate total yearly commitment, 120 hours per year