



Majura Football Club Position Description – Communications & Sponsorship Manager

JOB TITLE:

Communications & Sponsorship Manager (Volunteer Position)

HOURS PER WEEK:

The estimated time commitment required as the Communications & Sponsorship Manager is a minimum of 3 hours per week. This may increase for short period at the beginning of the season.

ROLE DESCRIPTION:

The Communications & Sponsorship Manager is primarily responsible for developing and implementing a communication and sponsorship strategy. The intent is to build the clubs profile and presence in the community along with seeking sponsorship to support the club's vision and strategic objectives.

RESPONSIBILITIES:

- Responsible for developing and managing the overarching communications and sponsorship strategy from development of communication plans, sponsorship packs through to execution and approaching prospective sponsors
- Develop and execute high-impact and innovative publicity campaigns to promote the club and club activities
- In conjunction with the club administration and web manager, write and edit a range of engaging and informative communications including regular newsletter(s), website, and social media content.
- Develop and implement a social media campaign to further enhance the club's image and profile.
- Develop and secure community partnerships and sponsorship activities including the development maintaining a sponsorship pack.
- Attend monthly club committee meetings.
- Other communication activities as needed

RELATIONSHIPS:

- President, club Committee and club Administration.
- Liaises with all team managers, coaches, players, parents and club staff.
- May be in regular contact with Capital Football, its affiliates and other external stakeholders.



ACCOUNTABILITY:

- The Communications & Sponsorship Manager is accountable to the President, club Committee and club administration

ESSENTIAL SKILLS:

- Ideally you will have experience managing external communications and publicity campaigns in a community club environment
- Well-developed writing, editing, and proofing skills for a range of audiences and communication channels.
- Enthusiasm and dedication.
- Good listening ability.
- Clear thinker and positive attitude.
- Able to maintain confidentiality on relevant matters.
- Well organised.
- Dedicated club person.

DESIRABLE SKILLS:

- Tertiary qualifications in Communications, Journalism or Public Relations.
- Typing/computer skills.
- Negotiating skills.
- Empathy with varying groups of people.
- Listening Skills.

VOLUNTEER BENEFITS:

- Community club administrative leadership role.
- Enhances stakeholder awareness, engagement, facilitating and management skills.
- Enhances active listening, accuracy and higher level corporate writing skills.