



Effingham and Leatherhead RFC

Role Description: Marketing & Communications Manager

Overview

The Effingham and Leatherhead RFC (the Eagles) Marketing & Communications Manager will play a key role in marketing the Club and in providing club-wide communications. The Marketing & Communications Manager will be a member of the Club's Management Board.

You will be the 'voice' of the Club. You will make lots of new contacts within the Club, raising your own profile by association. The more you involve other people in the Club, the more you will get out of the role.

The role will take around 2-4 hours a week.

The Role

The main duties of the Eagles Marketing & Communications Manager will be:

1. Developing and implementing a marketing plan to promote the growth of the club
2. Managing internal and external communications channels such as:
 - a. The Club website.
 - b. The Club's Twitter and Facebook feeds.
 - c. The Club's notice boards.
3. Being aware of current and planned Club activities and social events, and providing appropriate communications in support of these.
4. Ensuring good news stories are communicated to Club Members through the right channels.
5. The main Club spokesperson with local media – press, radio, web, etc.
6. Assisting the Webmasters to add Senior XV's results and match reports to the Club website as soon as possible once they have been provided by the Team Managers.
7. Managing hospitality for any visiting journalists.
8. Attending Club Management Board meetings (1st Monday of the month).
9. Reporting to the Board on Club marketing and communications matters, and undertaking Club marketing and communications-related actions as directed by the Board.

To undertake these duties, the Eagles Club Marketing & Communications Manager will require access to and be trained on the use of the:

1. Club website, Twitter and Facebook feeds. This is necessary to support the management of these social media channels.
2. RFU's Game Management System (GMS). This is necessary to obtain Club Member emails addresses.

Key Personal Attributes

The Eagles Club Marketing & Communications Manager will ideally be:

1. A good communicator.

2. Passionate about rugby in general and the Eagles in particular.
3. Social media savvy.
4. An efficient and a quick thinker.
5. Meticulous over the details.
6. A team player.