



COMMUNICATIONS COMMITTEE

Description of Role:

- The Communications and Sponsorship Advisory Group supports our Club by building and managing the Club's identity and community image, building Club loyalty and managing Club communication

Primary Responsibilities:

Provides support and input to management on communication and sponsorship matters including:

- Communications Strategy and Plan
- Promotional & marketing activities
- Stakeholder and government relations
- External and member communications
- Sponsorship Plan and execution

Time Commitment:

- Communications Committee meets 3-4 times per year
- Additional communication by email or in person may be required at times

Skill Requirements:

- Strong communication skills
- Access and proficiency with computer
- Experience in marketing and communications is an asset but not required

Benefits:

- ✓ Involvement with other Communications Committee members
- ✓ Experience in communications work
- ✓ Support provided by the Club (see below)
- ✓ Invitation to our season-end Volunteer Appreciation event and other events as appropriate

Support:

- Supported by the Executive Director and other members of the Communications Committee
- Training will be provided as required

Additional Information:

- You may be handling sensitive and private information about the club and players. You are required to read and be aware of WVFC Privacy Guidelines