

## **Communications Director**

The Communications Director maintains the league's social media presence (Facebook account, X, Snapchat, Instagram, etc.) and web site <https://lakesideyouthbaseball.org>. He/she will be the point of contact for newspaper, TV and radio. He/she will assist with ideas for marketing and advertising. Various duties include but are not limited to:

- Keeping the web site updated and refreshed.
- Grants permissions to managers and team parents to maintain specific team web sites, make sure each team site is up and running smoothly with each team's game schedule (along with practice schedule) and that each game is scored on the team's individual web site.
- Troubleshoots issues with website and liaison with Sports Engine for maintenance and renewal costs.
- Maintains the League domain name – works with Treasurer to pay fees.
- Manages the League email accounts.
- Keeping the social media presence up to date, informative, and responds to questions or comments on the League's social media pages.
- Assists Fundraising Director and Parents Auxiliary Director with communications around events at LYB such as registrations, social or community activities.
- Assists the Vice President with Sponsorships.
- Works with Board Members to collect information to be published to the website and newsletters or other communications.

This position will be required to be in the rotation for Board Member on Duty. While on Board Duty, each board member on duty must open and close the facility; hang the flags on game days; be available to handle incident reports; respond to inquiries from parents, players, etc. and periodically walk the complex to make sure everything is running smoothly. This position must also comply with the Conflict of Interest Policy on file with the IRS and the Virginia State Corporation Commission.

I \_\_\_\_\_, accept the responsibilities and requirements of the position of Publicity as outlined above. I understand that in accordance with the rules of Babe Ruth Leagues of Virginia, Inc. that I will have to undergo a limited background check prior to taking office. I also understand that if I am unable to

perform these responsibilities and requirements I can be removed from this position by a majority vote by the Board.

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Signature

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Date