



Marketing and Communication Coordinator

As the *Marketing and Communication Coordinator*, you will spread the good news of athletics. You will promote the club and its interests to members of public, which will raise the profile of the club and athletics. Your good news stories will boost the awareness of athletics and lead to greater participation.

Ideally, you'll need to be:

- A good communicator;
- Have understanding of Athletics (preferred not essential);
- Be a quick thinker;
- Meticulous over the details;
- Media savvy'
- Never say 'no' approach.

What you will do:

- Raise the profile of the club to internal and external audiences;
- Maximise the club's achievements and activities through all sources of the media;
- Feed good news stories about the club and its programmes/achievements to local media
- Write detailed reports on competitions and good news stories.
- Generally liaise with the local media – TV, papers, radio and web, etc;
- Produce periodical newsletters
- Oversee internal channels of communication - for example, club newsletters, website, the production of induction packs, and information on notice boards;

How much time will it take?

This role in most cases will take about 1 hour per week, but this may increase during peak summer athletics season.

What you'll get out of it:

You will be the voice of the club, the person with the lowdown on the club and its achievements. You will make lots of new contacts in the sports and journalism world raising your own profile by being involved. The more you involve people in the club the more you will get out of your role. This role can easily be divided into multiple roles – reducing workload. It is also a great role for younger volunteers, maybe those at university who have some spare time and are trying to build a CV.