



ROLE INFORMATION	
Job Title	Communication Coordinator
Reporting To (Job Title)	Board of Directors (if not member of the Board)
SUMMARY	
Overview	<p>Communications Coordinator:</p> <ul style="list-style-type: none"> ● Responsible for coordinating all club communications: <ul style="list-style-type: none"> ○ Monthly updates on programming and club activities ○ Facebook, Instagram postings ○ Board meeting minutes ○ Media postings (Castanet, newspaper, etc.) ○ Radio ● This is a communications & PR role designed to lead communications which build community, drive membership, and shine a spotlight on the dedicated and talented athletes, coaches, and volunteers who make up the SSFC family.
SPECIFIC ACCOUNTABILITIES	
Strategic	<ul style="list-style-type: none"> ● This role is to ensure that the Club is communicating to its customers and stakeholders consistently and in a timely manner on all matters that the club is responsible to report on and as is determined by the Board of Directors. ● The purpose of the communication is to ensure customers and stakeholders are aware of Club activities, programs, athlete progress, key Board decisions, Club and partnership activities.
	General



<p>Operational</p>	<ul style="list-style-type: none"> ● Manage the SSFC brand (visual identity, tone of voice and messaging) ● Create, maintain, and update SSFC marketing materials and documents in support of fundraising, donor stewardship, and program development <p>Email</p> <ul style="list-style-type: none"> ● Manage and distribute periodic SSFC newsletters ● Plan seasonal email campaigns, soliciting content from internal sources, managing email review, testing, and sending <p>Website</p> <ul style="list-style-type: none"> ● Participate on website design and content upgrades, with a focus on producing a site experience that is engaging, informative, and user-friendly ● Help keep the club website up to date and functional. <p>Social media</p> <ul style="list-style-type: none"> ● Develop, manage, and execute social media strategy as critical platforms for building community and club awareness ● Create content for social media accounts and post regularly on each account ● Lead digital execution – across email, website, and social media – of SSFC engagement efforts throughout the year ● Assist SSFC coaching staff in creating relevant and engaging content to be shared via social media accounts and the SSFC website <p>Communications calendar</p> <ul style="list-style-type: none"> ● Develop and maintain communications calendar to enable the SSFC board to efficiently and proactively plan, monitor, and coordinate club programs, events, and activities <p>Support Club Program Director as needed with internal communications</p>
<p>Skills and Knowledge</p>	
	<ul style="list-style-type: none"> ● Understanding of communications and/or marketing role ● Experience with MailChimp or similar email service provider ● Proficiency with Microsoft Office, including Word, Excel, and PowerPoint ● Able to work well in a team environment, handle multiple assignments, and meet deadlines



	<ul style="list-style-type: none">● Some knowledge of best practices for writing and publishing on different social media platforms● Written, presentation, interpersonal, and oral communications skills● Creative and strategic thinking skills, good judgment, and ability to make independent decisions● Attention to detail● Ability to manage time and deliverables and meet deadlines
Compensation	
	<ul style="list-style-type: none">● Volunteer