

West End Bowls Club

Communications Co-ordinator

Aim: To maintain and improve communication within the club and to promote the club within the local community.

Key Tasks:

- To keep members updated with regard to news, issues, changes etc. by means of group e-mails and occasional newsletters. This is to enhance and not necessarily duplicate the effectiveness of the website and of notices posted by other members concerning matters and events they are involved with.
- To engage club members in becoming involved with the running and maintenance of the club, in particular to promote a positive and inclusive attitude.
- To filter messages and to redirect, as necessary, enquiries made by e-mail and “cold” telephone contact.
- To ensure, in partnership with the Compliance Officer and the Webmaster, that club policies, information and guidance papers are up to date.
- To coordinate communication with key supporters.
- To work with others e.g. membership secretary, coaching co-ordinator to develop publicity materials and recruit new players.
- To continue to use traditional outlets (local newsletters, information boards) to promote the club, attract new bowlers and publicise events.
- To develop the use of social media to further promote the club and publicise its activities etc.