

Publicity Co-ordinator

Role

To drive awareness of the club within the local community to help achieve the growth development plan and to support the fundraising committee.

Commitment

Approximately 1-2 hours per week including evening attendance at monthly committee meetings.

Responsibilities

1. To create and promote a brand for Earls Barton United FC and ensure alignment across all communication mediums.
3. To produce / approve all external communications.
4. To produce / approve all marketing and advertising materials.
5. To produce tangible promotional benefits to relevant sponsors.
6. Advocate of the football club for the local community.
7. Ensure a monthly publication in Barton Today
8. Ensure Digital media transmissions are being communicated on a regular basis.
9. Lead digital platform development opportunities such as online shop, website progression, app development, cashless club directive etc.
10. First contact for Media enquiries.

Constraints

Must have own PC/Laptop access and at least minimal IT skill set, confident and proficient with social media platforms.

Accreditation Criteria

CRC Check

Committee safeguarding certificate.