



Abbotsford Juniors Football Club Position Description – Marketing & Communications Officer

JOB TITLE:

Marketing & Communications Officer

OBJECTIVE:

This position is responsible for:

- Building AJFC's audience on social, electronic and print media of people who genuinely follow and have an interest in AJFC and its activities.
- Build the sense of belonging between AJFC and its members, sponsors, stakeholders, supporters and followers.
- Support the achievement of club goals and objectives.
- Communicate important information to AJFC members, sponsors and stakeholders.

RESPONSIBILITIES:

The Marketing & Communications Officer is responsible for the marketing and promoting of AJFC and its activities to all its members and the wider community. This includes the following responsibilities:

Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop website and email newsletter strategies to support and promote each activity.
- Create AJFC's communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how.
- Implement player recruitment strategies.
- Advertise and promote playing and coaching opportunities at AJFC.
- Create marketing information which can be provided to club participants to assist in recruiting new players to AJFC.

During the season

- Actively update the club's website and email newsletter during the season.
- Promote club's key activities and events throughout the year.
- Promote sponsors, especially promoting special offers from sponsors.
- Promote the club's social media platforms.



- Facilitate social media participation and engagement within club stakeholders.
- Collaborate with all divisions and age groups of the club to ensure their message and stories are being continually promoted and communicated.
- Design, develop and deliver AJFC's monthly newsletter, yearbook and other promotional tools.

The estimated weekly time commitment required as Marketing & Communications Officer is 2 hours per week.

RELATIONSHIPS:

- Reports to the President.
- Liaises with Executive Committee and Club Members as required.
- Liaises with AJFC sponsors, stakeholders and supporters.
- Liaises with Canterbury District Soccer Football Association (CDSFA), Football NSW and Football Federation Australia as required.

ACCOUNTABILITY:

- Ensure that AJFC's marketing and communication plan is implemented.
- Ensure that AJFC's website and social media platforms are continuously updated.
- Ensure AJFC's monthly newsletter is designed and delivered.
- Ensure that AJFC functions throughout the year are promoted and executed in a timely manner.
- Ensure the annual AJFC yearbook is designed and delivered.

ESSENTIAL SKILLS:

- An understanding, or a willingness to learn, how websites and email newsletters are designed, managed and administered.
- A strong and frequent user of social media.
- The ability to plan what AJFC needs to communicate and when.
- Dedicated club person.
- Outgoing personality.
- Respectful and effective communicator.
- Enthusiasm and dedication.
- Well organised.
- Passionate and dedicated to promoting the club to the wider community.