



## Communications Co-coordinator Role



### GLTC - Communications Co-coordinator

The role of the Communications Co-coordinator is to promote the place to play to the wider community with a view to widening the communities' awareness, attracting new players and members or even attracting sponsorship.

### What makes a good Communications Co-coordinator?

- Good communication skills
- Ability to write interesting and informative press releases
- Good IT skills to make sure quality newsletters and information can be produced
- Regular access to a computer
- Regularly attend and have a good understanding of all aspects of the programme and activities

### Roles and Responsibilities

- To raise the profile of the place to play locally (in the community) and in the county
- To be available to talk to/build relationships with the local newspaper, radio station and magazines i.e. the local media - the better the relationship with the local media the more chance you have of coverage
- Make sure the website and information on the website is kept up to date
- Promote the place to play, events and news on the LTA places to play self service site
- Write press releases for distribution to local papers and magazines
- Produce a regular newsletter

### Estimated Time Commitment

10 management committee meetings per annum, 1 AGM, other meetings as required

2 hour per week throughout the year

### Key Relationships

Coach, Team Captains, Management committee, Local Press, Sports Editor, Place to play Sponsor, LTA, County LTA Office

**This job description was approved by the Committee on 17/10/11**

