



Communications Officer

Purpose of Role

The Communications Officer plays a vital role in keeping the Puma rugby community connected, informed, and engaged. As part of the club committee, you will oversee the club's communications, helping to share updates, celebrate achievements, and promote the values of the club to players, parents, supporters, and the wider community.

Time Commitment

Attendance at committee meetings (usually monthly). Flexible time commitment throughout the week to manage communications (approx. 2–3 hours). Additional time around key events and campaigns.

Main Responsibilities

With the support of a team of Social Media contributors for the youth and senior teams and a webmaster, the Communications Officer's key responsibilities are:

- **Guide Strategy**
 - Develop and implement a club wide communication strategy to support and promote all areas of the club.
 - Review the club's marketing, communications and social media activities to ensure they are aligned to our overarching strategy
 - Ensure that Locks Heath Pumas are represented throughout the local community.
- **Club Communications**
 - Lead on all internal and external communications for the club.
 - Share regular updates with members about fixtures, events, training, and news
 - Ensure information is clear, accurate, and accessible to all.
- **Promotion and Engagement**
 - Ensure that the Seniors and Youth teams are equally represented in all the Pumas communications.
 - Work with other team members to highlight team successes, volunteer contributions, and community involvement.
 - Support the promotion of club events, recruitment drives, and fundraising activities

Skills & Qualities Needed

- Confident written and verbal communicator.
- Comfortable using social media and basic design tools (e.g. Canva).
- Organised, proactive, and able to manage a range of communications.
- Creative eye for storytelling and highlighting successes.
- Team player, approachable, and committed to the club's values.

Why Get Involved?

Be part of shaping the future and reputation of the club. An opportunity to develop communication, media, and leadership skills. Play a key role in growing engagement across the club and local community. Contribute to a welcoming, supportive, and thriving rugby environment.