



SOUTH BUCKINGHAMSHIRE NETBALL ASSOCIATION
COMMUNICATIONS LEAD
Role Description

ROLE SUMMARY:

To support and deliver the strategic Media, Marketing and Communications (MMC) in the South Buckinghamshire Netball Association (SBNA).

ESTIMATED HOURS:

4-5 hours per month

KEY TASKS:

- Fulfil the responsibilities outlined in this role description and adhere to the EN Code of Conduct of the SBNA Committee
- Provide strategic input to Regional Plans
- Recommend action on marketing and communication matters of the SBNA
- Work with Treasurer to agree MMC budget
- **Chair the MMC Technical Support Group (TSG) and lead the group to ensure they:**
 - Ensure that equity, ethics and safeguarding policies and good practice are applied across all communication and marketing activities
 - Ensure that all marketing and communication are appropriate and correctly branded as guided by England Netball
 - Oversee promotion of activities, successes, and achievements within the county
 - Oversee the maintenance of the county website & social media presence
 - Liaise and support other TSGs with communications when needed
 - Access opportunities for publicity across all forms of the media
 - Coordinate county MMC expenses
 - Develop and then undertake regular reviews of the SBNA Marketing and communications policy and processes
- Provide first approval of MMC expense claims before passing to County Treasurer for second approval and arranging payment
- Reconcile expenses incurred against budget, highlighting to Treasurer and SBNA Committee forecasted overspend
- To work on ad hoc projects delegated by the SBNA Committee
- Be an advocate for netball

KNOWLEDGE & SKILLS:

- Strong interpersonal & communication skills
- Strong leadership and delegation skills
- Excellent planning, organisational and facilitation skills



- Good organisation and able to work to a deadline
- Presentation skills
- Confident user of technology
- Ability to manage a group of volunteers from a variety of backgrounds
- Ability to build and maintain effective networks
- Flexible, enthusiastic, and willing to take on responsibility
- Good decision-making skills
- Understand the role of Social Media in promoting netball
- To have appropriate confidentiality and handling of any sensitive of personal data in accordance with the EN Code of Conduct and Data Protection Policy
- A current member of England Netball, Netball South and South Buckinghamshire Netball Association.