



TANKERTON FOOTBALL CLUB

www.tankertonfc.co.uk
Registered Charity no. 1154570

Job Responsibilities: Marketing & Communications Lead

Role description:

Key responsibilities of this role include gathering content for the club website, liaising with the local press, and liaising with local businesses and organisations to try and generate sponsorship. Collating results, match reports and pictures and sending through to local papers plus putting summary on website. Updating Facebook and Twitter accounts on behalf of the club plus use other social media to increase club's profile. Actively promote playing opportunities through posters in local community centres, schools and other community venues. Being the Public Relations link for the club

- Collating results, match reports and pictures and sending through to local papers plus putting summary on website.
- Create and update Facebook and Twitter accounts on behalf of the club plus use other social media to increase club's profile
- Actively promote playing opportunities through posters in local community centres, schools and other community venues.
- Collating and updating database of local companies containing their contact details and building a relationship with them.
- Advertise for volunteers. Promote opportunities through word of mouth, posters, leaflets and local media.
- Issue a minimum of 4 press releases to local media per year (other than match reports).
- Working with the Membership Officer on the database of local companies containing their contact details and building a relationship with them. Liaising with the team managers on sponsorship needs.
- Work closely with Fundraising lead to generate grant and sponsorship income.

Policy Version Control. Summary of Changes:

Job Role	Version	Reason for Change	Effective Date	Next Review	Author
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Job Role	Version	Effective Date	Next Review	Author	Page
Marketing & Comms	2.0	1.12.24	1.12.25	RM	1/2



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