



# LONDON VOLLEYBALL ASSOCIATION

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## COMMUNICATIONS OFFICER

### ROLE & DESCRIPTION

The Communications Officer is responsible for raising the profile of the Association and its activities and effectively communicating the aims and objectives of the Association.

### MAIN DUTIES

- Develop and deliver a communications plan including social media guidelines.
- Raise the profile of the Association with its members and in the wider community..
- Put in place regular communications with members through an e-mail database and across our website and social media platforms
- Work with local media to obtain coverage of volleyball events and competition results
- Ensure all news and results are communicated online
- Update the agreed social media platforms (e.g. Facebook, Twitter, Instagram)
- Encourage members to 'like' or 'follow' the Association for news, competition and events updates
- Monitor the platforms for abuse or negative comments in alignment with the "LVA Equality Policy".
- Respond to enquiries or questions relating to LVA communications
- Update the platforms with regular news
- Ensure that succession and forward planning are integral and ongoing in the LVA Communications approach.
- Work closely with the Marketing Officer ensuring a consistent message.

### SKILLS/QUALITIES REQUIRED

- Reliable and trustworthy
- Approachable and friendly
- Excellent communication skills – verbal and written
- Good IT skills
- Sound knowledge of social media
- Creative and enthusiastic
- Attention to detail and accuracy

### COMMITMENT

- Attend Executive Committee meetings and General meetings (approx. 7 annually).
- Ongoing liaison with member clubs

### Revision History

23 Apr 20: Version 0.1