



Communications & Campaigns Director Role Profile

ROLE SUMMARY

To lead & coordinate the Regions strategic & operational communications in alignment with the Regional Strategic Plan.

KEY RESPONSIBILITIES

The Communications & Campaigns Director will be expected, in addition to his/her role as a member of the Regional Management Board, to:

- Prepare, publish & manage a Regional Communications & Campaigns Calendar based on national, regional & county netball competition/Events/Workshops & national campaigns such as National Volunteering Week & National Mental Health Week.
 - Prepare and activate a Communications & Campaigns Plan aligned to the Regional Strategic Plan & effective stakeholder engagement plus the recognition & celebration of our volunteers, officials, coaches, clubs & Leagues.
 - In conjunction with the Regional Coordinator manage & monitor and output on all our digital social media platforms & the Netball East website.
 - Develop & manage the branding for East Region print & digital material projecting a dynamic, engaging, and consistent image; prepare & share associated brand guidelines.
 - Lead and Chair a Communications Technical Support Group who will be responsible for implementation and review providing performance updates at each Regional Management Board meeting.
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- **NB:** This is a strategic role, and the operational tasks should be undertaken by the Regional Coordinator and members of the Communications Technical Support Group.