

## **Communications Officer – Role Summary**

**To lead the planning, monitoring and delivery of the strategic vision for the region's marketing & communication.**

The London & South East Regional Netball Association is one of nine member organisations of England Netball who, working closely with England Netball staff, help develop and facilitate the delivery of all aspects of netball within the region. Each region has an elected Regional Management Board of volunteers who manage a wide variety of netball activity on a local level; from coaching and officiating, to equality, diversity & inclusion and competitions.

The London and South East Region is made up of four Counties: Essex Metropolitan, Kent, Middlesex, Surrey. For more information on the Region, head to our [website](#).

### **Acronyms**

RMB: Regional Management Board

CNA: County Netball Association

EN: England Netball

L&SE: London & South East

TSG: Technical Support Group

WG: Working Group

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### **Key Tasks:**

- Lead the Communications Working Group
- Input to the Regional Management Board's regional plan.
- Monitor and deliver the communication and marketing section of the regional plan.
- Oversee the maintenance of the regional website, ensuring it is up to date, relevant, and aligns with England Netball's Resonant Voice and Visible Presence sections of EN's [Adventure Strategy](#).
- Oversee and track success of the regional social media channels.
- Liaise with the Regional Officer around social media strategy.
- Support the Regional Officer with content creation for social media and other engagement initiatives.
- Liaise with other WGs and TSGs to ensure promotion of activities, successes, and achievements within the region.
- Help promote the regional ONE Awards (volunteer recognition event), encourage applications & recognise nominees & winners.
- Ensure that equality, ethics, safeguarding policies and good practice are applied across all communication and marketing activities.
- Ensure that all marketing is appropriately and correctly branded as guided by England Netball.
- Generate and submit Communication reports for RMB meetings, ensuring to update on progress made against key KPIs.
- Ensure succession planning is maintained for the Communications Officer role.
- Be a voting member on the RMB.

### **Desirable knowledge & skills:**

- Strong strategic vision and understanding of marketing and communication.
- Excellent digital skills including ability to interpret analytics.
- Strong interpersonal & communication skills.
- Ability to build & maintain effective networks.
- Good leadership skills.
- Ability to manage a group of volunteers from a variety of backgrounds.
- Understanding of the role of social media in promoting netball and sport for women.
- Experience of digital marketing.
- Experience of maintaining websites.

