



# DEVON RUGBY FOOTBALL UNION

## Role Description for Comms Lead

### Devon RFU Mission Statement

To provide and facilitate the game of rugby union for all the community of Devon... at the highest quality and widest provision possible.

### Purpose of the Comms Lead Role

To help Devon RFU Constituent Body (CB) to build its reputation through consistent, engaging and informative communication channels.

### The individual will:

- Support the maintenance of the CB website through...
  - Regular updating of news and information in collaboration with other Leads
  - Ensure positive rugby union stories from across the County are shared with the wider public via the website
  - Helping other Leads produce a blog in rotation (new blog every two weeks)
- Manage the CB social media channels, ensuring they are topical and relevant to our stakeholders
  - Encourage other CB Leads to provide relevant information to assist with this
- Engage with clubs to help us learn from them and improve our delivery
- Develop and maintain a suitable communication strategy in collaboration with the Chair and Secretary of the CB
- Help the CB manage media enquiries and provide appropriate stories to local press
- Help us maintain a professional image to clubs, the RFU, other CBs and the local community
- In the event of a crisis situation arising, work with the Chair, Treasurer and Secretary to craft our response.

### Skills and Qualities for the Role:

- Excellent written and verbal communication skills
- Knowledge of rugby union
- Understanding of how best to use social media to promote our activities

- Creativity
- Ability to work with a team of volunteers
- Attention to detail
- Able to meet deadlines.

### **Links to other CB volunteers**

The Comms Lead will work with the Hon. Secretary and other members of the Executive Team. They will need to meet with the different teams within Devon RFU (e.g. Age-Grade, Female and Male, Representative Rugby) to plan effective approaches to communication; those that will promote the game to the widest audience within the County. This will involve working in the evenings, mostly online though with occasional in-person meetings.