

COMMUNICATIONS OFFICER

Introduction

This document provides an overview to the responsibilities of the Communications Officer of the Locarno Sailing Club. While it attempts to detail a complete list of all activities, other duties may be discovered and added throughout the season.

Objective

Support clear communication to the members, involving mainly the Club brochure, electronic newsletter, website, Club Calendar and 3 club rooms, all type of outreach communication to members.

Skills

Great communications skills; good writing skills; a flair for marketing; comfortable with computer communication tools, including webmail, MS Word, Adobe, HTML editors, FTP

Responsibilities

On-going Through Year

- Print, update and distribute Club Brochure as required
- Send weekly e-newsletter to membership
- Check Communications email. Respond to and forward responses to appropriate person.
- Create marketing materials for events like meetings, parties, hangar party, etc.
- Work with Secretary and indicate when there's a need for a specific message to be recorded in the answering machine (promoting party, enrollment, others)
- Responsible for creating and updating all club signage, signs, promotional material, including notices in all 3 clubrooms, around compound and on boats/sails or any exterior advertising or promotion.
- Responsible of keeping a standard image of all materials in the Club, making sure the logo is applied properly.
- Coordinate with Membership Officer volunteers that are willing to take upon some Communications Department activities.
- Chair the Communications Committee – recruit and lead a group of members who are interested in helping in communication activities

Pre-Season (before mid-March)

- To lead a possible re-design of current logo in order to include kayak, rowing and windsurfing programs to it and not only the Sailing part (if applicable)
- To lead a possible re-design of website.
- To lead a possible re-design of Club brochure.
- To lead a possible project on:
 - a. Development of club promotional items
 - b. Change of general club signage
 - c. Design of identification decals for all Club equipment including: sails, boats, clubroom, kayak/Rowing and windsurfing shed, etc..

d. Create new events at the club such as for example: Sailing, rowing, windsurfing and kayaking photography exhibition.

- Update and publish Club Brochure
- Distribute Club Brochure to distribution list
- Create newsletter (hardcopy) for Membership Recruitment drive
- Review and update website, especially:
 - Homepage
 - Calendar
 - Training dates
 - Links to updated attachments
- Lead in the promotion of New Member signup days
- Send email updates every two weeks for February, March.

Season (April through September)

- Update email list from membership database (assisted by Membership Officer)
- Update clublocarno.com website, especially:
 - Homepage
 - Calendar (don't include clinic)
- Update clubroom calendar of events
- Update boards in all 3 clubrooms.
- Update all boards and signage in all 3 clubrooms.
- Send email updates every week for April, May, June, July, August;
- Take photos of Executive and Fleet Captains and post in clubroom (this can be done by the Secretary)
- Produce and distribute party promotions
- Organization of posted material in clubroom, removing outdated info
- Continue on a regular basis with all the projects that were decided to take upon the beginning of the year.

Post-Season (after September)

- Send email updates every two weeks for September/October.
- Prepare Communications report for AGM

Volunteer Hour Commitment Estimate

The following chart provides a summary of the estimated volunteer commitment to fulfill the responsibilities noted above:

Month	Estimated Hours	Description
Nov-Dec		
Jan-Feb	30	Brochure preparation and club communication
March	20	Club communication
April	20	Club communication
May	20	Club communication
June	20	Club communication
July	20	Club communication
	5	Hanger party communication

Month	Estimated Hours	Description
August	20	Club communication
	10	Hanger party communication
September	20	Club communication
October	10	Club communication
Exec Meetings	20	Approximately seven 3 hour meetings
TOTAL		Approx. At the end I think there's even more.