



### Interested in media & communication?

The Club has a vacancy for and is looking to appoint a vibrant enthusiastic person or persons to lead and execute our planned programme of Club communication and PR to Members, friends and the wider hockey community.

This isn't just "social media" – its real ROI and consistent delivery of good information, with imagination & flair to generate participation, and reinforce the single club brand image.

We have a well established existing brand with vibrant colours and logo, fantastic looking kit, and need someone who can pick up and incorporate this brand and deliver a stream of positive, visibly consistent messages to all our stakeholders and the wider public. The brand must be used in its existing format and may not be changed, altered enhanced in any way.

The communication role is to relay messages and communications that the Committee approved, authorised and agreed and respond positively to hockey news & reporting, and generate a good stream of essential club messages (fixtures / results / reports & match of the week etc.

You could be a person with marketing media experience or with an interest and desire to work in this area, with skills or interest in visual graphics / typography / copy writing & media. Or you could have some of these skills and wish to work with others to create a great PR team for the club.

Assistance and guidance will be given, including training on the Club website, and there is an opportunity to gain experience and mentorship from an experienced marketer.

The Club has a strict media policy on always being positive, totally avoiding political or social commentary, and this role requires all posts to be prior approved by the Chair or relevant Committee member as required.

The Club's main media messages (logos / copy / affiliations etc) that head Insta, Facebook our website or Twitter must not be changed to retain the pre-determined message, brand image and sponsorship links.

This role reports direct to Chairman, and is a volunteer role. It is expected that the person will attend some Committee meetings to assist in the communication agreed and executed by the Committee to maximise publicity and commitment from across the club and wider local community.

Please phone or email Andy Craig now if interested or would like more info - Tel 07831 459825 or email [chairman@winchesterhc.co.uk](mailto:chairman@winchesterhc.co.uk)