



BERKSHIRE RUGBY FOOTBALL UNION



Role: Communications Lead – Berkshire County RFU – **Volunteer.**

Anticipated time commitment: 2-4 hours per week + 1 monthly Executive meeting

Nature & Scope

Effective communication is important to ensure that clubs, players, and volunteers stay involved with the game.

Berkshire RFU recognizes that clear, timely, and efficient communication through various channels is necessary to meet the needs of the rugby community in Berkshire.

The role of the Communication Lead within the Constituent Body (CB) is key in facilitating positive change.

This position involves working closely with CB and Club colleagues to improve all aspects of communication within the county.

Support for this role will be provided by the County Executive Committee and RFU colleagues.

The term for this role shall be one year or as otherwise determined by the Berkshire Constituent Body.

Responsibilities:

- Develop and implement a comprehensive communication plan with input from the club and CB Executive Committee, ensuring alignment with broader RFU initiatives to positively impact the Constituent Body (CB).
- Manage website content for Berkshire County in collaboration with the hosting company.
- Curate and add engaging content to social media channels to enhance online presence and raise awareness of Berkshire RFU.
- Oversee social media content management, ensuring compliance with safeguarding policies.
- Provide regular updates on all platforms regarding representative rugby games and events.
- Propose innovative ideas and concepts for social media and website content.
- Monitor engagement metrics and offer recommendations for improvement.
- Establish and maintain communication with relevant contacts/accounts via social media to build a strong network.
- Recruit and expand the volunteer team to broaden the scope of the communication team's efforts.

Person Specification:

Qualifications and Experience

The suitable candidate should have a combination of the following qualifications and experiences to varying extents:

- Experience in implementing a plan to enhance all aspects of communication across a large and diverse environment.
- Understanding of how effective use of media can benefit the growth and engagement of participants in rugby within the county and beyond.
- Familiarity with the structure, governance, and operations of Constituent Bodies and Clubs within English rugby.
- Interest and knowledge of rugby.
- Experience in identifying and fostering strategic relationships to meet shared objectives.

Skills and Personal Attributes

- Committed to enhancing rugby engagement through excellent media.
- Skilled in influencing and persuading diverse stakeholders.
- Proactive in stakeholder engagement, presenting effectively to varied audiences including the CB Executive Committee.
- Highly committed, trustworthy, professionally embodying RFU values.
- Strong listener, confidently providing clear, constructive feedback for the CB's benefit.
- Dedicated to self-challenge and continuous improvement.

Next Steps

If you are interested in this exciting role or want to discuss further, please contact Ian Wilson, Berkshire Chair wilson_ian2@sky.com or 07841788082.

All applicants will have to complete the Berkshire RFU Safer Recruitment Application Form.