COMMITTEE ROLE DESCRIPTION - COMMUNICATIONS AND SOCIAL MEDIA OFFICER

ENGLAND HOCKEY

COMMUNICATIONS AND SOCIAL MEDIA OFFICER

Role purpose

The Communications and Social Media Officer coordinates the Club's official communications and supports consistent, accurate and appropriate public engagement.

Accountable to

The Committee.

Key responsibilities

The Communications and Social Media Officer will:

- Manage or coordinate official Club communication channels.
- Publish accurate and timely Club information.
- Maintain the Club's website and social media accounts where applicable.
- Follow the Club's Social Media, Photography, Filming and Livestreaming Policy.
- Follow relevant England Hockey guidance on social media, photography, filming and livestreaming.
- Ensure that appropriate consent and safeguarding arrangements are in place before publishing images or recordings.
- Protect passwords and administrative access to Club accounts.
- Maintain an up-to-date list of account administrators.
- Avoid publishing confidential, misleading, discriminatory or inappropriate material.
- Respond appropriately to online comments and enquiries.
- Escalate complaints, safeguarding concerns or reputational issues.
- Support the promotion of activities, events, volunteering and membership opportunities.
- Ensure that sponsors and partners are represented in accordance with agreed arrangements.

Key responsibilities (cont)

The Communications and Social Media Officer will:

- Coordinate media enquiries with the Chair or authorised spokesperson.
- Support emergency or incident communications where directed.
- Maintain a clear distinction between personal opinions and official Club communications.
- Ensure that account access is transferred when role holders change.

Skills and attributes

The Communications and Social Media Officer should demonstrate:

- Clear written communication.
- Good judgement.
- Awareness of safeguarding and data protection.
- Confidence using websites and social media platforms.
- The ability to communicate positively and inclusively.
- The ability to respond calmly to criticism or online conflict.

Estimated time commitment

Approximately [insert number] hours per month.

Appointment, Term of Office and Review

Each role holder will be appointed or elected in accordance with the Club's governing document.

The normal term of office will be [insert term], subject to any limits set out in the governing document.

Role holders may be required to:

- Complete an application or nomination process.
- Declare conflicts of interest.
- Sign the Committee Code of Conduct.
- Complete relevant induction and training.
- Undertake a DBS check where the role is eligible and required.
- Complete registration or approval processes required by England Hockey.
- Participate in an annual role review.

Role descriptions should be reviewed:

- At least every [two/three] years.
- Following a change to the governing document.
- Where responsibilities significantly change.
- Following a serious incident or governance review.
- When required by England Hockey.

Handover Requirements

At the end of a term, each role holder should provide an appropriate handover, including:

- Current priorities and outstanding actions.
- Relevant records and documents.
- Account access and passwords using a secure process.
- Contact details for key stakeholders.
- Upcoming deadlines.
- Known risks or unresolved matters.
- England Hockey submissions, registrations or actions that remain outstanding.
- Equipment, keys or assets held on behalf of the Club.

No outgoing role holder should retain Club records, personal data, passwords or property after their authority has ended.