



Amesbury RFC – Communications Manager

Purpose

The Communications Manager is a strategic role reporting directly into the Club Executive Team. The role will lead the development and execution of the rugby club's communication strategy, driving the timely delivery of key messages that resonate with our audiences across all platforms. This role will strengthen the club's brand, promote key initiatives, and enhance engagement with members, supporters, and the wider community.

Key aspects of the role

Communications Strategy: Deliver the Communications Strategy.

Message Development: Oversee the creation and delivery of audience-tailored narrative via various communication channels (Radio, social media, website, and print) to ensure maximum reach and impact.

Content planning: Scheduling delivery of timely content to take advantage of known calendar activities within and external to the club.

Audience Engagement: Ensuring communications resonate with audiences, including members, sponsors, stakeholders and the community, fostering strong relationships and engagement.

Brand Consistency: Upholding and strengthening the club's identity, ensuring all communications align with the club's branding, tone, and values.

Is this role for you?

You will understand the strategic needs of the club being able to communicate key messages across all audiences. The role will plan, coordinate, and oversee all club communications to engage our members, supporters, and the broader community with the right messages at the right time. You will play a pivotal role in ensuring our messaging is impactful, from regular club updates to promoting large-scale events and initiatives. This role requires proven leadership of communications plans, strong content creation ideas, creativity, and the ability to collaborate effectively with various stakeholders including reporting directly to the Club Executive Committee.

This is non-paid role

Next Steps

Expressions of interest should be sent to: the Club Volunteer Coordinator via amesburyrugby@gmail.com Closing date: 12th June 2025