

<b>Director</b> <b>Responsible for communications</b>	
<p><b>Term:</b> Co-opted position initially. If successfully voted in at AGM (27<sup>th</sup> March 2021) there will be a 2 year term, with option of seeking re-election for further 2 years.</p> <p><b>Commitment:</b> monthly board meetings, quarterly workshop days, attendance at AGMs and regular meetings with committees</p>	<p><b>Payment:</b> this is a volunteer position and is unpaid.</p> <p><b>Expenses:</b> expenses will be reimbursed in accordance with the Lacrosse Scotland Expense policy</p>
<p><b>Appointment process:</b> The Lacrosse Scotland application form must be completed and returned by noon on Monday 1<sup>st</sup> February 2021. Interviews will take place (remotely) w/c 8<sup>th</sup> February 2021.</p>	

## OVERALL SUMMARY

Lacrosse is a small, but very exciting, sport and Lacrosse Scotland is committed to developing our player base in Scotland across all ages and at all levels. Lacrosse has Olympic recognition and part of our strategic plan is to put in place an ambitious communications programme to ensure that more people are aware of the sport and want to get involved, for example as a player, supporter or business partner. You'll oversee one or more committees to assist in the creation, co-ordination and implementation of the communications programme, ensuring that streamlined, professional and consistent communications are delivered to promote the sport and engage our members. The ideal candidate will be well-versed in both traditional and social media trends.

## RESPONSIBILITIES

- Together with the other Directors deliver the [Lacrosse Scotland Strategic Plan 2020-2024](#)
  - With specific responsibility for any communications elements
- Manage one or more committees
- Develop strong communications and a digital media strategy across social media and other channels
- Develop effective communication streams between the board and its wider playing community and membership
- Cultivate and manage media relationships to increase exposure of the sport
- Produce content to engage our members and attract new members
- Be responsible for planning and coordinating a calendar of content across the Lacrosse Scotland channels
- Take a proactive approach to improving the Lacrosse Scotland communications output

## REQUIREMENTS

- Excellent verbal and written communications skills
- Team player, with leadership ability
- Ability to identify the most appropriate method(s) of communication for each target audience
- Good working knowledge of social media landscape and breaking media trends
- Good inter-personal skills
- Experience of managing volunteers