



Communications/Social Media Chair

Position Overview:

The Communication/Social Media Chair is responsible for managing and enhancing the public image of the Clipper's Baseball Club through strategic communication and social media efforts. This role involves creating engaging content, fostering community engagement, and ensuring consistent messaging across various platforms to promote the club's activities, achievements, and events. The ideal candidate will be creative, tech-savvy, and passionate about our club and community engagement.



Key Responsibilities:

1. Social Media Management:

- Develop and execute a social media strategy to increase the club's visibility and engagement on platforms such as Facebook, X, and Instagram.
- Create and schedule regular, engaging posts including updates, event promotions, player highlights, and community stories.
- Monitor social media channels, respond to inquiries, and engage with followers in a timely and positive manner.

2. Content Creation:

- Write and design compelling content for social media, the club's website, newsletters, and other communication materials.
- Capture and edit photos and videos from events, games, and practices to share across platforms.
- Ensure all content aligns with the club's branding and messaging guidelines.

3. Website Management:

- Oversee the content and functionality of the club's website, ensuring it is up-to-date, user-friendly, and reflective of the club's activities and goals.
- Collaborate with the web development team (if applicable) to implement updates and improvements.

4. Community Engagement:

- Coordinate and promote community outreach activities, including events, volunteer opportunities, and partnership initiatives.

5. Communication Strategy:

- Develop and implement a comprehensive communication plan to support the club's objectives and enhance its public presence.
- Prepare and distribute newsletters, and other communication materials to players, coaches and parents.

6. Analytics and Reporting:

- Provide regular reports on communication activities, engagement levels, and outcomes to the Board of Directors.

7. Collaboration and Coordination:

- Work closely with other committee chairs and board members to ensure consistent messaging and coordination of communication efforts.
- Support the fundraising chair with promotional materials and social media campaigns.