



## Director at Large - Public Relations

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### Overview:

The Public Relations role is primarily responsible for the operations and maintenance of the Chatham Ringette Association's (CRA) social media pages and promoting the CRA to the public.

### Role and Responsibilities:

- Attending all board meetings.
- Publicize events to promote Chatham Ringette Association.
- Providing usernames and passwords for users on social media pages.
- Create and manage content for various social media platforms, posting updates and sponsor recognition provided by board members, coaching staff, players and/or general members as deemed relevant to the association.
- Monitor and respond to social media messages and emails received from promotional flyers/posters.
- Create and print flyers, posters or handouts to promote CRA and support in updating the CRA information board.
- Capture content and update footage played on CRA showcase TV.
- Coordinate with webmaster/administrator regarding website maintenance for consistent messaging across social media platforms.
- Create and run social media ads and campaigns to promote ringette and registration to generate awareness (Facebook, Instagram, Google Ads).
- Communicate and coordinate with external partners to promote the sport of ringette within our community.
- Coordinate with coaches and teams to capture and collect photos of athletes for promotion.
- Any other appropriate action to promote the game of Ringette in Chatham and surrounding areas.
- Organize events such "Come try ringette", "Bring a friend day", Springette, or other exciting ringette events.
- Attending community events to promote CRA.

CHATHAM RINGETTE ASSOCIATION



[WWW.CHATHAMRINGETTE.COM](http://WWW.CHATHAMRINGETTE.COM)



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