



## Fastball St. Albert Association Communication Director

### **Description**

This position is responsible for maintaining FSA social media, keeping the FSA website up-to-date and monthly FSA newsletters they are also responsible for membership email blasts i.e., registration announcements etc.

### ***FSA social media***

Includes: Facebook, Instagram, Twitter etc

Make announcements about upcoming events. Be the contact for teams to send photos and news to and posting these on social media in a timely manner.

The Communication Director should also contact the Gazette and get them to come out to exciting events that could go in the newspaper.

### ***FSA Website***

Keeping the website up to date with important dates/announcements. Content can be developed by various members of the board; however, the communications director will be responsible for adding the content to the site. The Communication Director should also review the website periodically to ensure content is current.

### ***FSA newsletter "Angel news"***

This is new and something that can be sent on a monthly basis to the membership bullet list

- Save the date announcements
- Did you know? E.g., FSA Angels Swap Facebook group for used gear
- Meet the board
- Player of the month/week
- Coach Acknowledgements
- Soliciting for things e.g., volunteers
- Information for tourneys e.g., volunteer requirements
- Player signing announcements

The content for the newsletter can be created by others but coordinated, put together and sent out by the Communication Director. They should also proactively seek contact material where needed.

### ***Membership email blasts***

With the introduction of the newsletter. These would only need to be sent as reminders of. Things that cannot wait until the next newsletter.

### ***Authority***

The communications director will ask for a second set of eyes on written content before anything is posted. Second set of eyes should normally be the President or Vice President.