



COMMUNICATIONS DIRECTOR

The Communications Director leads the development and coordination of SGHA's communication efforts to ensure clear, consistent, and engaging messaging across all platforms. This role works closely with other volunteers who manage the website, social media, events, and fundraising. Duties and responsibilities include:

- a. Maintain knowledge of the Constitution, policies, and procedures of the OWHA and the SGHA.
- b. Oversee the Association's public communications by implementing content strategies across social media platforms.
- c. Create engaging media and written content for all SGHA social media posts.
- d. Ensure all teams are regularly represented by requesting updates, photos, and highlights from coaches and team staff.
- e. Keep the website's news section current with timely articles and announcements.
- f. Monitor social media trends to improve engagement and relevance.
- g. Respond to public inquiries on social media or forward them to the appropriate Executive member.
- h. Develop and maintain a seasonal social media plan and content calendar.
- i. Work closely with members managing the website, social media, events, and fundraising initiatives.
- j. Assist with other SGHA activities and serve on committees as needed.