

Website & Email Communications Coordinator

Position Type: Volunteer

Reports to: Board of Directors, Lacombe Minor Softball Association (LMSA)

Job Description:

The Website and Email Communications Coordinator for the Lacombe Minor Softball Association (LMSA) is responsible for managing the association's website and email communication systems. This role ensures that LMSA's digital platforms are up-to-date, informative, and accessible to all members, while maintaining effective email communication with players, parents, coaches, and volunteers. The Website and Email Communications Coordinator works closely with the Board of Directors to disseminate important information, promote association activities, and engage the community.

Key Responsibilities:

Website Management:

- Maintain and update LMSA's website, ensuring that all content is current, accurate, and aligned with the association's goals.
- Post updates on schedules, events, team information, registration details, and other key announcements.
- Ensure that the website is user-friendly and accessible on multiple devices (desktop, mobile, etc.).
- Work with board members to gather and post relevant content, such as event recaps, news articles, and important dates.
- Oversee website security and troubleshoot any technical issues with the website host or platform.

Email Communications:

- Coordinate with the Registrar to manage and update the email distribution list, ensuring that all contact information is current and accurate.
- Manage and respond to inquiries that come through the association's general email account, forwarding questions to the appropriate board members when necessary.

Content Creation and Scheduling:

- Develop a communications calendar to schedule regular website updates and email announcements, ensuring timely delivery of information.



- Assist in creating engaging digital content, such as blog posts, articles, and news updates, to be posted on the website or shared via email.

Collaborate with Board Members:

- Work closely with other LMSA board members to gather and share important information via the website and email system.
- Coordinate with the Fundraising Director, Tournament Director, and other key roles to promote specific events and initiatives through LMSA's digital platforms.

Analytics and Improvement:

- Monitor website traffic and email engagement (e.g., open rates, click-through rates) to assess the effectiveness of communications.
- Make recommendations to the board for improvements to the website's design or functionality based on user feedback and analytics.

Compliance with Policies:

- Ensure that all website and email content comply with LMSA's privacy policies and any legal regulations, such as anti-spam laws.
- Safeguard the privacy and security of members' personal information when managing the email distribution list and website interactions.

Authority:

- The Website and Email Communications Coordinator has the authority to post updates and send communications on behalf of LMSA.
- Can make decisions regarding website layout, email formatting, and content scheduling in collaboration with the Communications Director.
- Authorized to troubleshoot technical issues with the website and make minor updates or changes as needed.

Commitment:

- The Website and Email Communications Coordinator is expected to attend regular board meetings and provide updates on website performance and email communications.
- Time commitment will vary but may increase during key periods such as registration, tournament announcements, and fundraising events.

Term:

This position runs for a two-year term, with the possibility of reappointment by the Board of Directors.

