



Volunteer Role Description: ASRC Communications Officer

(Voting Role)

The Communications Officer plays a key part in showcasing the energy, achievements, and community spirit of ASRC. This role ensures members, families, and the wider ski community stay informed, connected, and proud of what the club is doing — through clear, engaging, and consistent communication across all channels.

Core Responsibilities:

- Attend committee meetings and provide updates on communications activity and engagement.
- Manage ASRC's social media presence, including Instagram and any platforms used by the club.
- Create and distribute the ASRC Newsletter, ensuring members receive timely updates on training, races, results, events, and club news.
- Promote club activities, including race days, volunteer opportunities, fundraising, and achievements.
- Work closely with the Race Secretary, Statistics Officer, and Deputy Coach/Slope Liaison to share accurate race results, athlete highlights, and training updates.
- Access to SPOND platform for administration and communication.
- Maintain a consistent ASRC brand style, including tone, colours, and messaging across all communications.
- Capture and curate photos and stories from training sessions, races, and club events (or coordinate with parents/coaches to gather content).
- Respond to general enquiries received through social media channels and direct them to the appropriate committee member.
- Ensure all communications uphold ASRC values, including positivity, inclusivity, and athlete wellbeing

Aim to:

- Support the Chair and Committee in promoting a welcoming, professional, and community-focused club culture.
- Ensure all communications comply with safeguarding and privacy requirements, especially when sharing images of junior athletes.
- Contribute to long-term planning for club promotion, recruitment, and member engagement.
- Represent ASRC professionally in all external communications.
- Grow engagement by developing creative content ideas, spotlight features, and interactive posts.

General:

- Take responsibility for personal conflicts of interest and declare, record and manage these appropriately.
- Arrange handover or succession planning for the position.