



Fort Saskatchewan Soccer

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Duties of the Communications Director

The Communications Director is responsible for the promotion and advertising of Fort Saskatchewan Soccer within the local community. The Director is also responsible for managing and developing relationships with local businesses with a view to attracting sponsorship.

- Responsible for providing each sponsor with a team picture. Responsible for communicating with the Secretary to ensure that the photographer provides one extra team photo for all sponsored teams.
- Works with the Equipment Coordinator to ensure jerseys are ordered for any new sponsors and obtains logos (in appropriate format) for silk screening onto jerseys.
- Maintains records of all sponsorship commitments. Approaches current sponsors regarding renewing sponsorships.
- Approaches other businesses for potential new sponsorship opportunities.
- Communicates with Equipment Coordinator when sponsorships are due to expire to determine which sponsored jerseys are to be retired or destroyed.
- Keeps in close communication with President, Treasurer and Equipment Coordinator regarding all new and expiring sponsors.
- Maintains and updates Facebook and Twitter accounts.
- Media liaison, for board approved messages, with local newspapers and radio station for news articles, interviews, advertising, etc.
- Works with Sport Coordinator & Treasurer to determine and maintain budget for advertising.
- Coordinates special events with Volunteer Coordinator, for example: Canada Day parade float, representation at Fort Saskatchewan Community events such as Neighbour Day, Legacy Park Festival.