

# Cornwall Golf



## ROLE DESCRIPTION

**Title:** Communications Director

**County:** Cornwall

**Term of Appointment:** This is an appointed position initially for 3 years with the option for a further 3 years up to a maximum of 3 terms (9 years in total). This is an Honorary position.

### **Time Commitment:**

- The County Board meets at least 3 times a year and the Communications Director is expected to attend all meetings.
- The Communications Director is expected to attend the AGM and present a report when appropriate.
- Lead on Communications Sub Committees which will meet during the year at least 3 times.

Reasonable expenses incurred as part of the Directors activities will be reimbursed by Cornwall Golf Ltd.

## **SKILLS AND KNOWLEDGE**

### **Essential:**

- Understanding and acceptance of the legal duties, responsibilities, and liabilities of not for profit and/or charity status
- Commitment to the County's objectives, aims and values and willingness to devote time to carry out responsibilities
- Strategic and forward looking vision in relation to the County's objectives and aims
- Good knowledge of golf and the structure of national, county and club level activity
- Knowledge of work undertaken by the County
- Competent use of IT and access to transport
- Good communication and interpersonal skills
- Good understanding of Communications that are required by the County and clubs
- Act with tact, diplomacy, impartiality, integrity and confidentiality

### **Desirable**

- Experience of working with a Board, Executive staff and volunteers
- Experience of leading a sub committee of volunteers
- Experience of working within Championships and Competitions

## **PURPOSE**

To support and advise the Board on Communication Strategies

To develop the website to ensure it is user friendly and current

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## **WORKING RELATIONSHIPS**

### **Internal:**

- County Chair
- County Golf Operations Manager
- County Board
- Affiliated Clubs

### **External:**

- England Golf
- Sponsors

## **KEY RESPONSIBILITIES**

- Comply with the Companies Act obligations as a Director
- Provide leadership and direction as part of the Board
- In conjunction with the County Golf Operations Manager plan and organise the Communications calendar for the year.
- Support the creation of a communications plan, which aligns with the County's strategy
- Chair and develop the Communications Sub Committee, ensuring relevant volunteers are recruited onto the group
- Ensure effective branded communication is delivered including website, social media, blogs, print and advertising