



## **Communications Officer English Bridge Union**

The successful candidate will have a desire to understand our organisation and work with us in compiling a strategy for communications that will provide information to existing members, potential members and duplicate bridge players, and the public at large.

The Communications Officer will liaise with all departments of the EBU and our associated charity English Bridge Education & Development (EBED). This will include working directly with the Club Liaison Officer and the new Membership Development Officer to take advantage of all opportunities for promotion of activities, as well as working with the Competitions department to promote our events.

### **The post involves:**

#### ***Membership Communications***

Co-ordinate the content of the website ensuring that all aspects of EBU operations are covered and kept up to date, with specific reference to ensuring the news section is kept current.

Compile and distribute e-newsletters and other mailings, as appropriate, to both the general membership, and to the affiliated clubs and constituent counties. Where necessary compile and distribute emails on behalf of other staff.

Keep the EBU's social media presence updated

Coordinate and arrange the production of the annual EBU Diary.

#### ***Media communications***

Act as the first point of contact within the organisation for enquiries from the media.

Produce media releases.

Contact the ***national media*** to generate interest through the development of the game via the following:

- Advantages of playing bridge on health and well-being
- Advantages of playing bridge and Minibridge for young people
- Promotion of the game through the achievements of individuals in the international bridge playing arena.

As appropriate work with the ***local media*** to assist in publicising the game – both independently and in conjunction with clubs and counties.

Brainstorm ideas for features, planning well in advance to ensure take up.

Maintain a media contacts database, including national and local media.

Monitor the coverage of bridge in the media, reporting any relevant information to the Board, and using any relevant items in promoting bridge within the membership and the wider public.

Provide review of media coverage for Board.



### ***English Bridge***

Act as secretary to the Editorial Board of this membership magazine, currently published 6 times a year with a circulation of approximately 45,000. Co-ordinate the EBU content of this magazine with its editor.

Ensure the online version of the magazine is created and made available in the private area of the website. Ensure archived copies of the magazine are available in the public area of the website.

Liaise with the Advertising Manager for any online advertising.

### ***General***

The Communications Officer will report directly to the Chief Executive.

The candidate should have good literacy and numeracy skills and be able to communicate effectively with both the written and spoken word. S/he should be self motivated and able to plan and organise. S/he should be IT literate and able to use IT, including social media, confidently for communications purposes.

Some weekend working may be necessary to ensure media coverage of some special events.

A reasonable knowledge of the game of bridge would be a significant advantage.