

Marketing and Communications Committee

Overview: The Marketing and Communications Committee of the Highland Community Curling Club manages the intake of all communication to HCCC through the contact@curlhighland email. The committee processes all new member requests and ensures new members have the information needed for a positive experience curling at HCCC. The committee promotes the club's activities, events, and initiatives to members and the broader community. Comprised of enthusiastic volunteers, this committee enhances the club's visibility, engagement, and brand awareness through various communication channels and marketing strategies.

Responsibilities:

Contact@HCCC Email Management:

- Manage the club's primary email account (contact@curlhighland.com), responding to inquiries, forwarding messages to the appropriate individuals or committees, and maintaining organized email communication.

New Member Requests

- connect with individuals submitting new member request to understand their needs and link them to the appropriate curling league/section
- process all new member requests in CCM
- provide all new members with a welcome package and information on HCCC

Mass Email Creation/Distribution:

- Create the fall communication schedule in alignment with relevant committees and the board of directors
- Create and distribute mass email communications to club members, sponsors, and stakeholders using CCM .
- Ensure that email content is engaging, informative, and aligned with the club's branding and messaging guidelines; monitor email open/read rates

Social Media Content Creation, Monitoring & Posting:

- Develop and curate engaging content for the club's social media channels (e.g., Facebook, Twitter, Instagram), including event promotions, member highlights, and community news.
- Monitor social media activity, respond to comments and messages, and maintain a positive and interactive online presence for the club.
- ensure club values are reflected in social media accounts

Website Content Management:

- Update and maintain content on the club's website, including news articles, event listings, league information, and member resources.

- Liaise with the IT committee to ensure that website content is accurate, up-to-date, and accessible to visitors
- **Material Creation & Distribution:**
- Design and produce marketing materials such as posters, flyers, brochures, and banners to promote club activities and events.
- Coordinate the distribution of marketing materials to targeted locations within the club's community as needed., .

Qualifications:

- Strong communication and writing skills with the ability to craft engaging and compelling content for various communication channels.

Proficiency in social media management and content creation tools with experience in using platforms such as Facebook,, and Instagram.

- Creative and design skills with experience in graphic design software and tools for creating marketing materials.
- Dedication to the values and mission of the Highland Community Curling Club with a passion for promoting curling and fostering community engagement.

Time Commitment: Being a member of the Marketing and Communications Committee typically requires a significant commitment of hours per month, including attendance at committee meetings, content creation, and communication management tasks. Consistent engagement and proactive leadership are essential to fulfilling the responsibilities of the role.