

# LLANDAFF NORTH RUGBY, SPORTS AND SOCIAL CLUB LTD

## Role Description – Digital, Communications & Membership Director

**Role title:** Digital, Communications & Membership Director

**Type:** Volunteer Board Director (company director)

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### 1. Role summary

The Digital, Communications & Membership Director is responsible for:

- Leading the Club's digital and communications plan – website, social media, email and newsletters – to promote rugby, events and community activity.
- Overseeing membership processes and experience, including digital sign-up/renewal and member communications.
- Helping the Club to be a welcoming, inclusive, community-focused place, with clear, consistent messages and good links to local people and groups.

They are a company director and share collective legal responsibility with the Board.

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### 2. Key responsibilities

#### 2.1 Digital & communications

- Lead the Club's digital communications plan, in line with club objectives and WRU guidance.
- Develop and manage content for social media accounts, website and newsletters, ensuring it is accurate, timely and engaging.
- Work with Board members, coaches and volunteers to gather stories, updates and key information and turn them into clear, audience-appropriate content.
- Monitor and respond to online interactions, engaging positively with members, supporters and stakeholders, and escalating any issues (e.g. complaints, safeguarding concerns) appropriately.
- Maintain consistent branding and messaging across all digital platforms.
- Track simple digital analytics (e.g. reach, engagement on key posts, website traffic) and share insights with the Board to improve future communications.

#### 2.2 Membership process and systems

- Oversee how people join, renew and leave membership, making sure the process is:

- Clear and straightforward.
- Fair and consistent.
- In line with Club Rules and the agreed fee structure.
- Lead on digital membership systems (e.g. online forms, lists, basic databases), ensuring:
  - Membership records are accurate and up to date
  - Payments can be tracked and non-payers followed up fairly and on time
- Help ensure membership data is handled in line with data protection and privacy policies (only what's needed, kept secure, not shared inappropriately).

## 2.3 Membership categories, fees & insight

- Work with the Treasurer and Board to review and recommend membership categories and rates (e.g. playing, junior, social, family, concessions) that:
  - Reflect the Club's rugby-first purpose.
  - Are fair and transparent
  - Support inclusion and financial sustainability.
- Provide basic membership data and insight (numbers, trends, sections) to help Board decision-making and planning.

## 2.4 Member experience & communication

- Act as a Board-level champion for member experience, including:
  - How new members are welcomed and inducted
  - How clearly members understand the Club's purpose, rules and expectations
  - How compliments, concerns and complaints are handled
- Coordinate key communications to members (AMM information, key changes, important updates), using plain, accessible language and appropriate channels (email, website, social media, posters).
- Work with other Directors to promote:
  - Safe, respectful behaviour
  - Clear signposting to safeguarding, EDI and complaints information

## 2.5 Community links and inclusion

- Help maintain and build positive relationships with the local community, including:
  - Schools and colleges
  - Community groups and charities
  - Local businesses and sponsors
- Support digital and offline campaigns that widen participation in rugby and club life (e.g. taster sessions, family days, walking rugby, women & girls recruitment).
- Work with the Board and Safeguarding/EDI leads to ensure digital and membership activity supports the Club's equity, diversity and inclusion aims.

## 2.6 Working with volunteers

- Coordinate and support digital and communications volunteers (e.g. social media, photography, newsletter helpers), making sure they understand club standards and safeguarding expectations online.
- Provide simple guidance and templates to coaches and section reps for consistent messaging (e.g. match updates, recruitment posts).

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### **3. Person specification**

#### **Essential**

- Experience using social media platforms (e.g. Facebook, Instagram, X/Twitter) and basic content tools / CMS.
- Strong written and verbal communication skills; able to create clear, engaging content for different audiences.
- Basic understanding of digital marketing and audience engagement (what works online and why).
- Organised and able to keep on top of membership processes and information across the year.
- Enjoys working with people; approachable and good at **listening** to members' views.
- Commitment to the Club's rugby-first, community purpose and values.
- Willing and eligible to act as a company director (if appointed as such).

#### **Desirable**

- Experience of membership, customer service or community engagement (paid or voluntary).
- Skills in design tools such as Canva or Adobe Creative Cloud.
- Familiarity with digital analytics (e.g. Meta Insights, Google Analytics) to track performance.
- Understanding of EDI principles and inclusive communication (or willingness to learn).

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### **4. Time commitment**

- Preparation for and attendance at Board meetings (at least 3–4 per year) and the AMM.

Role Description - Membership &...

- Ongoing work across the year to:
  - Maintain digital channels and communications
  - Support membership cycles (registration and renewals)
  - Respond to key member queries and opportunities

This is likely to average a few hours per month, with busier periods at the start of the season, around membership renewals and during major campaigns or events.

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## **5. Accountability**

- As a Board director, the Digital, Communications & Membership Director shares collective responsibility for the overall governance, risk and sustainability of the Club.
- They are specifically accountable for:
  - The quality and consistency of club communications.
  - The effectiveness and fairness of membership processes.
  - Supporting the Club's profile, engagement and community links through digital and membership activity.

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## **6. Additional development opportunities**

In order to progress the club's objectives, the Chair of the Club may recruit and manage the following volunteer roles:

- Social Media Volunteer
- General Volunteer