

## PHA JOB DESCRIPTION: COMMUNICATIONS MANAGER

**Position Summary:** The Communications Manager is a Board-appointed position responsible for the strategic planning and execution of all internal and external Association communications. The primary goal is to maintain a professional, transparent, and engaging narrative that supports the PHA's mission, enhances player/family retention, and ensures compliance with the 2026 City Agreement regarding community outreach and program administration.

### Primary Responsibilities:

- **Social Media Management:** Maintain and grow the Association's presence on sanctioned platforms (Facebook, Instagram, etc.). Ensure content is "wholesome, healthy, and enjoyable" in accordance with the City's standards.
- **Association-Wide Communications:** Draft and distribute the monthly newsletter, registration announcements, and emergency updates (e.g., weather cancellations or facility changes).
- **Cross-Functional Coordination:** \* Collaborate with the Concessions Manager to promote "Game Day Specials" and volunteer needs.
  - Work with the Director of Coaching to highlight player achievements, coach spotlights, and developmental clinics.
  - Partner with Special Events to market the Annual General Meeting, fundraisers, and end-of-season tournaments.
- **Brand Integrity:** Ensure all communications reflect the official positions of the Board. Act as the primary filter to prevent "conflicting narratives" or unsanctioned solicitation from appearing on official PHA channels.
- **Website Oversight:** Coordinate with the Webmaster (if applicable) to ensure the homepage reflects current schedules, Board-approved SOP updates.

### Requirements:

- **Board Participation:** Attendance at all monthly Board Meetings is mandatory. The Communications Manager must be present to capture key decisions and translate them into community updates.
- **Planning & Organization:** Ability to manage a "Content Calendar" to ensure consistent communication throughout the year.

- Professionalism: Strong writing skills and the ability to remain neutral and professional, even when addressing controversial topics or organizational challenges.
- Technical Proficiency: Familiarity with social media management tools and email marketing platforms.

Qualifications:

- Must be a PHA Member in Good Standing.
- Prior experience in marketing, public relations, or professional social media management is preferred.
- Must pass an AAU background check and maintain current credentials.