

## **Communications Director Responsibilities and Procedures**

*The Communications Director coordinates MGSA's efforts to disseminate information about its program to its current and prospective players and their parents.*

1. Assist with registration
  - Attend MGSA Board meetings prior to January registration and acquire a complete understanding of registration procedures and current issues
  - Attend the registration sessions and help where needed
2. Supervise the updating of standard MGSA communications materials for the current season
  - Bennett registration flyer
  - MGSA Parent Information Night flyer
  - MGSA registration reminder postcards
  - Registration reminders in local print media
  - Pre-season and mid-season newsletters
3. Coordinate the production and distribution of MGSA communications materials
  - Supervise the design and printing of the materials
  - Obtain address labels for girls in the Minnetonka school district
  - Supervise the mailings and drop-offs of the materials
4. Manage the MGSA website
  - Acquire a working knowledge of the website's operation, including adding news stories, posting pictures, and uploading attachments
  - Act as the primary contact point for website news topics
5. Organize MGSA's Parent Information Night
  - Reserve the facility at Minnetonka High School
  - Arrange for presenters
  - Prepare handouts
  - Coordinate presentations
6. Develop new ideas for getting the MGSA message to the community
7. Conduct end-of-year review
  - Review the effectiveness of the communications efforts with other members of the Communications Committee and appropriate MGSA Board members
  - Provide feedback and recommendations to the MGSA Board
8. Serve as a chair of the MGSA Communications Committee
  - The Communications Committee meets at the call of the chair

- The bulk of the Communications Committee’s work occurs in the months leading up to registration

**Timing**

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| 1. Registration                          | Late January and early February              |
| 2. Communications materials updates      | November and December                        |
| 3. Communications materials distribution | December and January                         |
| 4. Website management                    | Ongoing, but primarily December through June |
| 4. Parent Information Night              | Mid January                                  |
| 5. New ideas                             | On-going                                     |
| 6. Conduct year-end review               | Mid July                                     |