

Position – Bulldog Communication and Marketing Lead

Position Summary

As the Communication and Marketing Lead you will create and publish communications for the wider audience of the Bulldog Football Program. You will work with General Managers (GMs), Coaches, Committee members and Board Members to help create awareness of what is happening within the program.

Communication Channels are:

- Bulldog Facebook Site - <https://www.facebook.com/search/top?q=randolph%2C%20nj%20bulldogs>
- Bulldog Website - <https://www.randolphbulldogs.org/>
- Tap-Into Randolph
- Email Communications
- TeamSnap leveraging GM's and Coaches for distribution
- MCFYFL League Site
- Sponsor Plaques and Communication
- Dawg Alerts

Communication Lead supports communication with our stakeholders and comes up with creative content to help keep the program in the forefront of people minds. Events, Stores, Games and other activities all play a key role in building program momentum.

- Develops a Communication Plan, with the help of Board/Committee Members, that support Events and Activities of the program as examples:
 - Equipment Handout/Return
 - Events – Family Picnic, Flower Ceremony, Games include Playoff, Kickoff classic. Bulldog night at RHS Rams game
 - Bulldog Stores – Open and Close
 - Mission/Scope Updates to the community
 - League Rules and Other Important messages to Bulldog Families
 - Sponsorship Added Value Communications
- Builds a stock of graphics and photo's to be used in Bulldog communications
- Support linkage of websites and other information to help drive knowledge and awareness of League, Rec Department and Program rules and directives.
- Grow the Bulldog communication -Makes it fun, exciting and generates timely communication that support our players, families, and the wider Bulldog community
- Thinks about who our stakeholders are and develops a plan for further reach based on return on investment.

Required Qualifications

- Willingness to volunteer
- Graphic, Web and authoring tools knowledge is a plus
- Enjoys writing for impact, excitement and creativity
- Able to take Ideas into actions
- Wanting to learn about the nuances and balance between League, Recreation Department and Program and creating communication that brings these often-differing goals together in support of the 300 plus players and their families

Program Overview

The Randolph Bulldogs football are committed to providing our players with a positive experience in an environment that will teach life's lessons, to develop and understand discipline, teamwork, sportsmanship, competition, and working with others, and to give one's best effort at all times, while having fun in the process.

Our program is run entirely by volunteers working under oversight of the Randolph Recreation Department, Football Program Director (Volunteer), Program Board (Volunteers), Program Committee (Volunteers), Coaches (Volunteers) and General Managers (Volunteers).

The Bulldogs are beholden to Morris County Youth Football League rules and Randolph Recreation department rules and policies.

Our Motto is – Family – Pride – Tradition.

Our Goal is to put Cleats on the Field and create a positive experience for every player.

Position Compensation

Volunteer – with a willingness to help support, improve and create excitement for the Bulldog program.

You will be rewarded with questions, concerns, and overall satisfaction of knowing you are helping kids get out and play. Cleats on the Field!

Time Estimate:

In Season (July – November)– 5 – 7 hours a week

Out of Season (December – June) – 7 hours a month