BPCC Communications.

Job Specification and Key Deliverables

The purpose is to ensure that drivers / managers of existing or recent teams have everything they need to be encouraged to enter races, both in and prior to the season.

The role includes working with publicity, race secretary, organisers and the Season guide editor.

There are only 3 mail-outs a year but it cannot be over-emphasised how important it is that these occur by the deadlines shown below.

Help and advice on the spreadsheet, publications and recommended printers for the flyers / guidebook can be provided.

Deliverables:

- Hardcopy flyers for season calendar (initially managers).
- Hardcopy Season Guide (initially managers + interested newcomers).
- Hardcopy Entry forms (managers).
- Follow up info for prospective new teams.
- Contact information from prospective new teams to “local contacts”.

Key Tasks:

- Hold an up-to-date email and post address list of teams.
- Include in those lists teams willing to be “local contacts”.
- Issue race dates / calendar as soon as known.
- Produce mail-outs to existing teams of entry forms and season guides.
- Back up this by assisting / sending e-bulletins (shared with Publicity).

Key deliverables with dates: (‘Post’ refers to hard-copy mail-out)

December.

- Flyers updated for confirmed next season.
- **Post** out to all registered teams for last 3 years of: 3 x flyers plus covering information:
    - Overview of exciting season to come.
    - Request for “local contact” volunteers.
    - Letters to include “if you no longer wish to be contacted” clause.
- Start regular e-bulletins – advertise on website – available to ALL drivers / managers etc.
- Submit ALL text / pics information required for Season guide.

January:

- Completion of Season Guide updated to include at least:
  - New calendar and prices.
  - Any rule changes .
  - Double spread on previous season.
  - Event pages.
  - Special feature(s).
- **Post** out of Season Guide + Round 1 – 3 entry forms. – ***must be during January!***

Ongoing:

- Publicity follow-up.
- E-bulletins.
- Update of contacts spreadsheet as teams renew Fed membership / as new teams enter races.

June:

- **Post** out of R4 – 6 flyers and entry forms – ***pre Shenington.***
- ***Include Blackbushe accommodation information.***
- Particular E-push of Solihull.

July:

- Further e-push for Blackbushe pre-school hols.

August:

- **Post** out of R7 entry and AGM details – ***pre Blackbushe***