



## **Brussels Sports Association Director of Communications**

### **Position Description:**

The BSA Director of Communications is the point person for BSA's communication strategy, public relations and outreach. The Director of Communications communicates clearly, effectively and regularly with other board members and provides leadership and oversight to guide the mission of the Brussels Sports Association. The Director of Communications ensures that the BSA mission is effectively communicated in all projects, collaborations and community partnerships. They work closely with the Managing Director and other team members as needed to plan and execute BSA's communication strategy to ensure a seamless message from the BSA Board to the wider BSA community. Additionally, they serve as the board Secretary and record keeper for meetings of the Board of Directors. The BSA Director of Communications is a volunteer role that requires no more than 5 hours per week throughout the year. The position requires a minimum 2 year commitment, renewable up to a total of 6 years.

### **Values:**

The BSA Director of Communications brings passion, focus and commitment to the BSA mission. They believe deeply that community sports programs are an integral part of bringing diverse, international communities together. They know that strong, fun sports programming can help kids reach their full potential. The Director of Communications is comfortable in positions of leadership and believes in collaboration, communication and teamwork. They are able to work with the international community and a diverse Board of Directors to help BSA bring its vision to fruition. They believe that volunteerism is an integral part of creating a vibrant, supportive and positive world and are committed to generously sharing their time in that effort.

### **Key Skills:**

- A deep understanding of and belief in the BSA mission.
- Ability to guide and support others in fulfilling the BSA communication strategy.
- Ability to understand different communication needs and styles across stakeholder communities.
- Organized and able to strategically manage their time to ensure that communications with the BSA community, Managing Director and Board of Directors are made in a timely manner.
- Able to communicate across cultures with patience, clarity and understanding. All BSA communication is done in English, but additional language skills are a welcome asset.
- Enthusiastic about fostering a deeper awareness and understanding about what BSA has to offer to the international community in Brussels.
- Have solid written and verbal communication skills.
- Excellent attention to detail.
- Comfortable representing themselves as a member of the BSA Board.

### **Key Responsibilities:**

- Work closely with other members of the Board of Directors to create the BSA communication strategy.
- Attend quarterly Board Meetings, record minutes and finalize meeting minutes for Board approval.
- Attend other meetings as needed for specific projects.
- Check-in regularly and as needed with the Managing Director and other team members as needed to discuss and plan BSA communications (e.g. social media planning, newsletter content, etc).
- Work with the Board of Directors to ensure consistent and regular follow-through on assigned tasks.

- Collaborate with the Vice President to ensure that BSA's advancement strategies maintain a streamlined and effective voice inline with BSA's mission.
- Manage the BSA Secretary email account and communicate regularly throughout the year by responding to emails in a timely manner.

## **About BSA**

The **Brussels Sports Association (BSA)** was established in 1958 to provide competitive team sports opportunities for children of the international community. BSA partners with international schools to provide 4 sports to all children from ages 4 - 12.

As a volunteer organization, **BSA promotes fair play, skills development and fun for children and their families.**

The BSA does not merely operate a sports program for children. It seeks to teach, through the direct interaction of BSA leadership, volunteer coaches and team parents, certain values associated with team sports, particularly values of fair play, team spirit and mutual respect. In BSA's philosophy, each child's efforts are to be maximized and praised, regardless of innate athletic ability. Team coaches seek, through basic skills evaluations, to balance competing teams, so that to the extent possible, a rough parity may be achieved.

- To provide an opportunity for children of the international and local communities in Belgium to participate in team sports.
- To instill basic athletic skills, a sense of fair play and team spirit via sports competition.
- To ensure that BSA sports programs are structured via established international guidelines to allow participating children to advance to other sports opportunities through high school and beyond.

The critical component of the BSA philosophy is that winning is NOT everything. Participating and effort are the keys and children are taught by the example of the BSA volunteers that losing a game or a season is far less important than the enjoyment one has in playing as well as one can. The joy of winning is the easy part; learning to lose gracefully is an equally valuable lesson for the children to learn. The BSA Board is careful to ensure that those who administer the sports programs practice the precepts of this philosophy.