

Hinckley Community Football Club Ltd – Director Election Pack

Hinckley Community Football Club Ltd Elections – 2015

Use the space below to type or write your candidate manifesto. This will be published and circulated with ballot papers. Do not use more than 1000 words.

Having worked within professional football for nearly a decade, I have been able to lend my support to a number of areas within the club that have continued to improve and develop.

To date I have formed part of the communications team that has helped to generate a huge audience across platforms such as Facebook & Twitter (most recently YouTube) with over 3,000 users following HAFC, an exceptionally high number comparable to many other non-league clubs.

I have also been responsible for the 'I'M IN' 'WE'RE IN' branding that supported the initial launch of the club and in particular memberships, which helped to provide a clear message that included everyone involved with Hinckley AFC and provided a high quality visual that received great feedback from bodies such as Supporters Direct, Green & Gold (responsible for DPD shirt sponsorship) and members and supporters alike.

My work on the media & communications side of the club of late has included; pre/post match coverage (including video interviews/written coverage), liaison with club photographer Matt Buchan, consultation on Matchday Programme rebrand/redesign alongside Liam Gibbs and Richard Pyatt, social media management.

I feel it is important that the good work on the communications side of the club is continued/improved upon in the years to come and having representation on the board from a member of that existing team is important to the ongoing continuity of this going forward.

As well as media and communications I also have a wealth of experience in community outreach within football to include people of all ages and backgrounds, and have been responsible for a number of initiatives in my previous work that have encouraged greater participation and involvement from the local community.

The elected board have the responsibility to those associated with the club to fulfil the wishes of everyone to have a team play football once again within Hinckley. This is something I am extremely committed to helping make happen, and will do everything possible to aid in promoting the drive for the club to return home.

I feel that my broad understanding of the running of a football club both on and off the pitch and on the terraces will be beneficial as the club makes its way up the levels in the future.

This has been evident having developed a good working relationship with the club manager, coaching staff, players and supporters as we continue to engage a wide range of people to help improve our output and the wider view of the club.

Ensuring strong lines of communication are met with various agencies & supporters is vital to the ongoing development. This will further strengthen the club's chances of improved sponsorships and also provide a platform on which to work for other areas of the club commercially, this I hope we are able to continue once an elected board is in place.

I have thoroughly enjoyed my time as part of the Working Group and meeting supporters who have all shared in creating a football club that we all have every reason to be exceptionally proud, my pride in this project and my belief in my ability to make a positive contribution in the endeavours to return the team to Hinckley are the reasons for my submission to become an elected member of the board.