**<Insert Name of Club>**

**Position Description – Publicity Officer**

**JOB TITLE:**

Publicity Officer

**OBJECTIVE:**

To publically promote timely, accurate and positive club information to the wider community.

**RESPONSIBILITIES:**

* Update all fixture results on-line.
* To be the governing bodies point of contact for all publicity and media related issues.
* To develop and discuss potential publicity opportunities with governing bodies Marketing Team.
* Regularly update the club’s website, Facebook page and Twitter account to keep club supporters and other stakeholders informed.
* Prepare the weekly/fortnightly/monthly newsletter and/or e-newsletter for club members and supporters.
* Provide the governing bodies Marketing team any positive club stories for wider distribution on their website and other media channels.
* In consultation with the governing bodies Marketing, provide Council will positive club stories for monthly/quarterly newsletters and/or e-newsletter.
* In consultation with the governing bodies Marketing, provide local newspapers with a minimum of four positive club stories per year.

**RELATIONSHIPS:**

* The Publicity Officer reports to the President, Secretary and General Committee.
* Liaises with governing bodies Marketing, and local media.
* Will have a close relationship with team coaches and team managers to produce weekly articles for website and newsletters.

**ACCOUNTABILITY:**

* The Publicity Officer is accountable to the President, Secretary and General Committee.
* The estimated time commitment required as the Publicity Officer is up to 2 hours per week.

**ESSENTIAL SKILLS:**

* Passionate and dedicated to promoting the club to the wider community.
* Good communication skills or the ability to develop skills with assistance from governing bodies Marketing team
* Ability to produce news articles and match reports.
* Ability to source club photography to support news articles.
* Computer literate in the various Microsoft applications.
* Experience in website development or maintenance.
* Report writing skills for General Committee monthly reports and AGM.