## **A close up of a logo Description automatically generated**

## A grey background with black text Description automatically generatedPUBLICITY AND MEDIA OFFICER

## Reports to: Committee

## Purpose of the role

## The Publicity and Media Officer is responsible for sourcing and providing information and stories for the local media (e.g. local newspapers, radio and TV stations).

## Qualifications & Desirable Characteristics

* Excellent Computer skills
* High communications skills verbally and written
* Good networking and interpersonal skills
* Ability to meet strict deadlines
* Knowledge on how to present media releases and articles

## Duties and Responsibilities

## Prior, during and post season duties of the Publicity and Media Officer may include but are not limited to:

* Identify the local media whom the club would like to publish stories and identify the key reporters, producers and editors.
* Create and maintain a media register, detailing local media reporters, producers and editors and all other key information.
* Ensure weekly media information (e.g. results & scores) are provided on time and is accurate.
* Manage the public comment concerning any situation or incident that may reflect on the public wellbeing of the club.
* Coordinate the production and submission of weekly media releases, which may include quotes, articles, videos and photographs.
* Provide regular articles for the club newsletter and/or website.
* Organise media coverage for publicity for club milestones, events and activities.
* Submit stories to each of the key media outlets and meeting their publication deadlines each week.
* Assist other committee members in their duties as requires as well as assisting any requested tasks by executive committee
* At the end of each year review and update your job description to ensure it continues to reflect the requirements of the role.

## Time Commitment: 1 – 2 hours per week or as requested