

## PUBLICITY AND MEDIA OFFICER

INSERT  
YOUR  
CLUB LOGO

**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