



## **MEDIA & PUBLICITY OFFICER**

### **BRIEF DESCRIPTION**

- The function of the Media & Publicity Officer is to assist in growth and the development of club spirit by ensuring a regular and effective flow of information on all matters via the club newsletter and externally via all available media outlets.

### **RESPONSIBLE TO**

- The Media & Publicity Officer is responsible to the Executive Committee, President and will liaise with Project Managers for club publications and the web page.

### **ESTIMATED TIME COMMITMENT**

- 2 Hours per week
- Two seasons
- Monthly meetings approx 2-hours length
- 2 hour mentor role for successor
- 1 hour orientation session

### **KEY TASKS AND RESPONSIBILITIES**

- Attend Monthly Committee meetings
- Present reports to the Committee
- Search for and create opportunities to promote the club in all media outlets, in particular local newspapers [weekly column]
- Produce four full newsletters during the rugby season [Mid April, late May, mid July, late August] plus one Grand Final edition and one preseason- A total of 6
- Production of the newsletter involves:
  - Writing or arranging for feature articles on matters of interest to club members
  - Gathering team reports from Coaches/Managers, plus other reports from the President, Social Coordinator, Secretary, Club House Manager, and inviting members to submit information
  - Seeking out photographs that may be suitable for inclusion in the newsletter
  - Obtaining details of sponsors from the Sponsorship Coordinator
  - Delivering all the above to the Newsletter Publisher
  - Collecting printed copies for the publisher, and delivering sufficient numbers to the Sponsorship Coordinator, and Social Membership Officer for posting, and the Clubhouse for playing members
- Liaise with Treasurer to develop a budget for information delivery
- Liaise with the Social Coordinator to assist with event promotion
- Liaise with the Merchandising/Uniforms Officer to assist with sales
- Attend the Club Annual Dinner and Prize giving

### **REQUIREMENTS OF THE POSITION**

- Communication skills essential
- Able to work independently and as part of a team
- Interpersonal skills desirable



- Management skills essential
- Presentational skills desirable
- Access to computer and basic computer skills essential
- Access to a digital camera and basic operational skill
- References
- Police clearance
- Register with ARU Club Administrator
- Complete club exit and appraisal/feedback forms
- Attend the AGM