

Role Outline: Press Officer

RESPONSIBLE TO: Committee

SKILLS REQUIRED:

- Confident and Effective Communicator
- Knowledge of local media is an advantage
- Marketing and communications knowledge is an advantage
- Able to act as spokesperson for your club or organisation.

MAIN DUTIES

- 1) Establish leads within local media.
- 2) Investigate potential promotional opportunities for the club.
- 3) Produce regular press releases for the club/organisation notice board and local media.
- 4) Inform local press/media of club/organisation success and achievements.
- 5) Collate journal of all clubs/organizations media features – press cuttings etc.
- 6) Advertise and publicise club at all appropriate opportunities.
- 7) Send articles to website for publication
- 8) Produce and distribute a regular newsletter.
- 9) Ensure notice board is kept up to date with regular news.
- 10) Attend committee meetings.