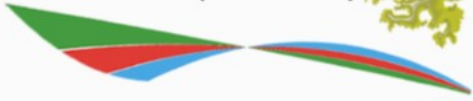


**Middlesbrough AC**  
(Mandale)



higher, faster, longer, further, there's a place for everyone

## **ROLE SPECIFICATION**

### **Press / Publicity Officer**

**Responsible to:** Committee

**Skills required:** able to communicate effectively and with confidence

**Role requirements:** having knowledge of local media would be an advantage together with marketing experience

#### **Responsibilities**

- promote the best interests of the Club both locally and nationally
- establish links with local media
- investigate potential promotional opportunities for the Club
- inform local press / media of Club successes and achievements
- ensure, via the Website Developer, that the website is kept up to date with regular news
- produce regular press releases for the local media and distribute to the Website Developer
- produce regular reports concerning all Club disciplines for noticeboards, website and where else is appropriate
- provide a report to the Secretary for the AGM
- attend Committee Meetings or, if unable to do so, provide the Club Secretary with a monthly update