

## Role & Responsibilities of the Media / Publicity Officer

**Role:** Media / Publicity Officer

**Responsible to:** Committee through the chairperson

**Role purpose:** To establish an ongoing publicity campaign to raise the clubs, centres, region or disciplines profile and recruit members and volunteers

**Commitment:** 1 – 3 hours per week

### Main Tasks:

- Establish links with the local, regional or national media and provide regular reports and press releases on news and opportunities
- Act as spokesperson for the club, centre or committee
- Investigate and identify potential promotional opportunities for the organisation
- Ensure the organisation is promoted to the public as well as news and opportunities being distributed to members via newsletters, notice board and regularly updated website

### Skills required?

- Enthusiastic and well organised
- Confident and imaginative
- Good communication and able to write press releases and reports
- Some knowledge of marketing and communications

### Resources

Club Matters

<http://www.sportenglandclubmatters.com/home/club-promotion/>