



PRESS OFFICER/MEDIA

RESPONSIBILITIES:

- **OF ROLE:** To raise the profile of the club in the local community via information, publicity and promotion.
- **TO:** Main Committee

DUTIES:

- To liaise with committee members, sub-committees and club members in order to promote the club
- Build a list of local media contacts
- Produce press releases of any club events, tournaments and activities and produce articles as relevant
- Send results and anything of interest to RFU Regional Press Officer and local press as relevant.
- Invite the RFU Regional Press Officer, local press and media to events
- Keep a record of press cuttings, radio mentions and TV coverage
- Directly responsible for the preparation and publication of the club newsletter (*this duty may be delegated*)
- Responsible for advertising the club, its activities and to promote the work of volunteers
- Where necessary, co-ordinate club members to help publicise the club, its events and members through the media
- To ensure articles, language and photographs reflect a fair and positive representation of all club members and the community
- Co-ordinate weekly match reports for all teams and age-groups to be forwarded to the local press

IDEAL/KEY SKILLS FOR ROLE:

- Good IT skills
- Good reporting and communication skills
- Ability to produce coherent match reports/press releases

TIME COMMITMENT:

- Fairly consistent throughout the season – approximately 2 hours per week

CLUB NOTES: