



Publicity Officer

Objective

- To provide support to the Executive and Committee members to ensure the efficient operation of the Club
- To maximise communication to Club stakeholders
- To promote the Club through regular publications such as the Spectator & Newsletter
- To promote the activities of the Club in the local media including radio, newspaper and other mediums where appropriate

Responsibilities

- Assist the all Club personnel in promoting the Club in the local and wider community
- Undertake publicity tasks at the request of the Executive and/or Committee, or sub committees where required.
- Manage any public comment concerning any situation or incident that may reflect on the public well being of the Club
- Assist other Committee members in their duties as required
- Undertake tasks at the request of the President, Executive or General Committee

Relationships

- Reports to the President & Club Secretary
- Liaises with the Club Committee
- Liaises with key stakeholders
- Liaises with all local media outlets

Accountability

- Publicity Officer is accountable to the President and the General Committee
- Seek ratification prior to committing the Club to any statement on the local press other than the Spectator
- Provide a report on portfolio operations to the monthly Committee meeting
- Seek ratification from the appropriate Committee member prior to committing the Club to any financial expenditure or action

