

**MARKETING**

**& PUBLICITY OFFICER**

**ROLE DESCRIPTION**

**Objectives**

* To regularly promote & market the club in a positive light at all times
* To promote the activities of the Club using different mediums

eg. social media, radio, newspaper etc

* To provide support to the Club Committee members to ensure the

efficient operations of the Club

* To maximise communication to Club stakeholders

**Responsibilities**

MARKETING & PUBLICITY OFFICER

ROLE DESCRIPTION

* Develop / implement a promotional plan for the club
* Assist with promoting the Club in the local and wider community
* Write media release regarding any news items & upcoming events
* Undertake publicity tasks at the request of the President or the

Club Committee

that may reflect on the public well-being of the Club

* Prepare club newsletters and reports
* Assist with attracting and securing sponsorship
* Placing sponsorship in newsletters/ on Facebook
* Main contact person for all media requirements
* Liaises with all media outlets and key stakeholders
* Assist committee with marketing and new business ideas
* Collate weekly “Player of the Week” photos from Team Managers

and post to Facebook

* Collate Photos from season to create Year Book
* Assist other Committee members in their duties as required
* Undertake tasks at the request of the President or Club Committee

**Accountability**

* Reports to President
* Reports to the Club Committee
* Provide a verbal update at the monthly Committee meeting
* Seek approval prior to committing the Club to any statement to the

local press/social media

* Seek approval from the appropriate Committee member prior to

committing the Club to any action or financial cost