

## MSSC Publicity Officer / Media Contact



### Desirable Attributes:

#### The Publicity Officer should:

- Write well and have some know how on presenting media releases and articles.
- Have computer skills.
- Be a good communicator and be able to develop positive relationships with media contacts.
- Be able to liaise with the committee regarding media relations and news items.
- Monitor and request updates of club website material to website support person.

#### Is Responsible To: The Club President and Committee Members

Specific duties include but are not limited to:

- Making contact with media persons, develop and maintaining media relationships.
- Being the communications contact person for club members and media to gather and present articles.
- Be one of multiple administrators who contribute to our Facebook by presenting regular information for the club, and utilise fully the Club Noticeboard and Blackboard.
- Ensuring that weekly media information e.g. results is provided on time and is accurate.
- Writing media releases to highlight key activities / stories about the club.
- Liaising with the committee about media opportunities.
- Ensure all new/updated policies, training times, registration information, dates & links etc. are regularly updated on the website and old material removed in liaison with the web support person.
- Lead the composition of the Annual Report.
- Liaise with sponsorship coordinator supporting our sponsors and assist with thank you letters/ certificates at end of season.
- Advertise at the start of each season teams and training times for AWFA Competition and MiniRoos with a postcode mail out or by other means. Ensure we promote “we are an inclusive club” and place a high priority on “female participation”.
- Follow the FFA Rules and Regulations in particular – ensure media/social communications do not bring the sport/club into disrepute, penalties apply.