



## Role & Responsibilities of the **Media / Publicity Officer**

<b>Role:</b>	Media / Publicity Officer
<b>Responsible to:</b>	Club committee through the chairperson
<b>Role purpose:</b>	To establish an ongoing publicity campaign to raise the clubs profile and recruit members and volunteers
<b>Commitment:</b>	1 – 3 hours per week

### **Main Tasks:**

- Establish links with the local media and provide regular reports and press releases on club news and opportunities
- Act as spokesperson for the club
- Investigate and identify potential promotional opportunities for the club
- Ensure the club is promoted to the public as well as news and opportunities being distributed to members via newsletters, club 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 to assist in role:**

- Running**sports** top tips 'Promoting and Marketing Your Club'
- Running**sports** guide 'How to Communicate Effectively'; 'Promoting and Marketing Your Club'
- Specific training course for marketing and communications