



PUBLICITY AND PROMOTIONS OFFICER JOB DESCRIPTION

Responsibilities:

The Publicity and Promotions Officer is responsible for ensuring that the club and its sponsors receive the widest possible media coverage.

Duties:

- Develop and implement a public relations plan that will better market and promote the club.
- Write and issue regular media releases concerning upcoming events, interesting personalities and club activities and achievements.
- Assist in the preparation and publication of club newsletters.
- Act as a liaison officer for the media at all club events and functions.
- Develop and maintain a close working relationship with all local media personnel.
- Constantly promote the positive aspects of the club's activities, highlighting at all times the club's support of the ARL National Code of Conduct.
- Keep the Secretary and Committee informed of all media activities.
- Ensure that the club's sponsors receive maximum exposure in all spheres.
- Assist with obtaining sponsorship for the club.
- Develop programs for the recruitment and retention of financial supporters of the club.
- Arrange for sponsor's advertising in the club's newsletter/magazine/match day program and through the public address system at home games.
- Create a positive general public awareness of the club and its activities.
- Publicize and promote all events, programs and competitions within the club's area.

Notes:

It is important that the club website remains informative and is regularly maintained and also that fixtures, results and tables etc are always up to date.

In addition, always ensure that appropriate links to sites such as LeagueNet, NRL, ARL Development and your league/region/state are operative.

The Publicity and Promotions Officer should also source articles, stories, interviews and profiles etc for inclusion in local newsletters and magazines and national publications such as Metres Gained and Little League.