

Kyneton District Soccer Club – **Publicity Officer / Media Contact**



Desirable Attributes:

The Publicity Officer should:

- write well and have some knowhow 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

Is Responsible To: The Club President and Committee Members

Specific duties include but are not limited to (examples):

- Making contact with media contacts and developing and maintaining media relationships
- Being the communications contact person for club members and media to gather and present articles
- Presenting regular articles for the club newsletter and/or website
- 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

Approval Date:		
Review Date:		
Version No:		1.0
President:	Sign:	Name:
Vice-President:	Sign:	Name: