



Westlawn Tigers Football Club Position Description – Publicity Officer

JOB TITLE:

Publicity Officer

OBJECTIVE:

To publically promote timely, accurate and positive club information to the wider community.

RESPONSIBILITIES:

- Update all fixture results on-line.
- To be NNSWF's point of contact for all publicity and media related issues.
- To develop and discuss potential publicity opportunities with NNSWF Marketing Team.
- Regularly update the club's website, Facebook page and Twitter account to keep club supporters and other stakeholders informed.
- Prepare the weekly/fortnightly/monthly newsletter and/or e-newsletter for club members and supporters.
- Provide the NNSWF Marketing team larissa@northernnswfootball.com.au with any positive club stories for wider distribution on the NNSWF website and other media channels.
- In consultation with NNSWF Marketing, provide Council with positive club stories for monthly/quarterly newsletters and/or e-newsletter.
- In consultation with NNSWF Marketing, provide local newspapers with a minimum of four positive club stories per year.

RELATIONSHIPS:

- The Publicity Officer reports to the President, Secretary and General Committee.
- Liaises with NNSWF Marketing, and local media.
- Will have a close relationship with team coaches and team managers to produce weekly articles for website and newsletters.

ACCOUNTABILITY:

- The Publicity Officer is accountable to the President, Secretary and General Committee.

The estimated time commitment required as the Publicity Officer is up to 2 hours per week.

July 2013

Westlawn Tigers Football Club
PO Box 621, Grafton NSW 2460
www.westlawntigersfootballclub.com
westlawntigers@yahoo.com.au



ESSENTIAL SKILLS:

- Passionate and dedicated to promoting the club to the wider community.
- Good communication skills or the ability to develop skills with assistance from NNSWF Marketing
- Ability to produce news articles and match reports.
- Ability to source club photography to support news articles.
- Computer literate in the various Microsoft applications.
- Experience in website development or maintenance.
- Report writing skills for General Committee monthly reports and AGM.