JOB DESCRIPTION – Publicity Officer

# Roles and Responsibilities

* Ensure the club has an active publicity presence on social media and the local community
* Co-ordinate the advance publicity for club events and recruit specific volunteers to pursue advertising and sponsorship as needed
* Be the main point of contact for media-related enquiries to the club

# Key Activities

* Write and electronically distribute news of members' and ex-members' activities at an elite level, including relevant daily coverage of major National and International events e.g., HRR, GB Trials, European Champs, World Cups, World Champs to all local media outlets
* Serve as main media-related enquiries
* Maintain the @teesrowingclub Twitter feed and Tees Rowing Club Facebook page, ensuring regular updates on the above are disseminated
* Maintain a database of contacts at local newspapers, radio and TV stations
* Ensure the advance publicity of all club events e.g. Tees Long Distance Sculls, Tees Regatta etc... appears in the local press. Recruit specific additional volunteers to ensure this time-intensive job is completed, paying particular attention to advertising and sponsorship
* Ensure all media-related enquiries to the club are passed to the appropriate person and serve as a coordinator between the press, Captain, specific members of interest e.g., Olympians/Paralympians *Note: The Publicity Officer is NOT expected to be a spokesman for the club unless no other more appropriate person e.g., Captain, President, Chairman etc. is available*

# Experience Required

* Ideally has had some previous experience as a publicity officer and understands how to gain maximum publicity for the club in the local and if possible national press
* Ideally has some background in or knowledge of journalistic writing
* An understanding of how to create and sell a story to the press
* Can communicate effectively with Club members
* Is familiar with developing and maintaining databases
* Ideally should have strong IT skills and knowledge of running social media accounts for organisations
* Has the ability to write letters on behalf of Tees Rowing Club

Note: It is vital the Publicity Officer had access to both a computer and an internet connection.

### Time Required

* 1 hour each week to gather information and news related to the Club
* 2 hours every month to attend the committee meeting
* 2 hours per month to spend on the other Publicity Officer's roles and responsibilities

### Training

* None stipulated