



Publicity Officer Sample Role Guideline

Publicity officers promote the club within the community and wider areas. They can do this in a variety of mediums.

SKILLS/QUALITIES REQUIRED:

- 1) Enthusiastic about promotion of the club.
- 2) Well Organized.
- 3) Has access to a computer.

MAIN DUTIES:

- 1) Take responsibility for publicising the club, its events and members.
- 2) Build a list of local media contacts/outputs. (Radio, Paper, Web, Facebook etc)
- 3) Collate the results/ match reports and send to the local/ national press.
- 4) Produce press releases/ articles to promote and publicise the club.
- 5) Keep a record of all media coverage.
- 6) If unable to attend the committee meeting, send a written report to the secretary

Example Publicity Team Structure:

Publicity Officer 1 – Facebook, Twitter & Website Updates.

Publicity Officer 2 – Radio & Newspaper reports.

Publicity Officer 3 – Weekly/Monthly/Quarterly Newsletter to members.