

# **Bournemouth Rugby Football Club**

## **Job Specification - Press and Media Liaison Officer**

### **Main purpose of role**

To be responsible for information, publicity and promotion of the Club

### **Actual duties involved**

To liaise with committee and club members in order to promote the club

Build a list of local media contacts

Produce press releases of club events, tournaments and activities and produce articles as relevant

Send results and match reports to local press and radio stations

Invite the RFU Regional Press Officer, local press & media to events

Keep a record of press cuttings, radio mentions and T.V coverage

To be responsible for advertising the club, its activities and to promote the work of volunteers

Where necessary co-ordinate sub-committee and volunteers to help publicise the club, its events and members through the media

To ensure articles, language and photographs reflect a fair and positive representation of all club members and the community

### **Liaison with**

All committee members and sub-committees in particular sponsorship and events

Players

Local and National Media Contacts including RFU Regional Press Officer

**The post holder will be responsible to:** The Management Committee

### **Meetings to attend**

Management Committee Meetings

Annual General Meeting

Sub Committees by request

**Estimated time commitment:** On average 1-2 hours a week, throughout the year

### **Term of role**

The Press and Media Liaison Officer will be appointed for one year at a time for a maximum of 3 years

### **Attributes**

Enthusiasm to publicise all aspects of the Club's activities.

Good English literacy and language skills

Good IT skills, typing, graphics, web and email