

# St Andrews Cricket Club

## **JOB TITLE:**

Publicity Officer

## **OBJECTIVE:**

To promote the activities of the St Andrews Cricket Club in the local media and amongst members.

## **RESPONSIBILITIES:**

- Assist the President and Managers in promoting the Club in the local and wider community.
- Undertake publicity tasks at the request of the President or Secretary.
- Manage any public comment concerning any crisis situation or incident that may reflect on the public well being of the Club in conjunction with the President.
- Write and forward notes for League or Association Record, if required.

### **Local Press**

- Compile and submit results of competition to local newspaper.
- Develop relationship with Sports Editor of local newspaper to assist with feature articles that they request or publicity that the club seeks.
- Forward media releases for publicity that the club seeks as appropriate, in particular for the upcoming season and submitting opening story.

### **Club Newsletter**

- Coordinate articles for the club's newsletter (including member profiles) and preparation for distribution to members and sponsors throughout the year.

## **RELATIONSHIPS:**

Reports to the President, Secretary and the General Committee.

Liaises with the President and Managers.

Liaises with all local media outlets

## **ACCOUNTABILITY:**

- Publicity Officer is accountable to the President and the General Committee.
- Seek ratification from the appropriate Manager or the General Committee prior to committing the Club to any statement on the local press.
- Provide a report on any aspect of Club at appropriate times.

**The estimated time commitment required as the Publicity Officer is up to 1 hour per week.**