



PRESS, MEDIA & PUBLICITY OFFICER - JOB DESCRIPTION

ATHERSTONE ADDERS HOCKEY CLUB

PRESS, MEDIA & PUBLICITY OFFICER

Who will I be responsible to?

The Club Committee

What is my role?

1. To ensure that the local Press receive regular match reports and Club updates
2. To regularly monitor and update the Clubs Facebook pages
3. To monitor and use the Club Twitter account to promote the Club
4. To produce a monthly e-newsletter for Club members and relevant others
5. To occasionally circulate email notifications from the Committee or Captains
6. To liaise with other Club members in order to ensure that all Club interests are reflected on the website and relevant Press channels.

What else can you tell me about the role?

1. You will need IT skills and access to a computer, laptop, tablet and smart phone
2. Be an effective communicator
3. Be creative

What tasks are involved?

1. Liaise the Club Webmaster to update fixtures, results and match reports
2. Identify all appropriate club news and liaise with webmaster to add to website
3. To monitor and post relevant Club news through Twitter and Facebook accounts.
4. Be creative in identifying potential areas of improvements to website and other communication channels
5. Link to EHA & other websites as appropriate

Training needed/recommended

Training in website design and IT would be helpful

How much time will I need to give to the role?

Approximately 5 hours a week