**Position Description – Publicity Coordinator / Media contact**

**Why consider this?**

The Publicity Coordinator / Media contact allows connection to occur, both within the Club and with outside associations and media outlets. The role ensures that information about the club is shared within as well as to the wider community through the media.

**How to use this tool**

To create a tool specific for use in your Club or Association, please insert the information in the **“Copy / Paste”** area below into a document that includes your Club or Association header and any other information believed relevant.

**Making information accessible and available in multiple languages**

Our community is diverse, encompassing multiple language and accessibility needs. We encourage ensuring your information can be available to people with visual disabilities as well as produced in languages relevant to your community, Club or Association.

The Victorian Government provides online resources to assist you with:

* [Language interpretation or translation](https://www.vic.gov.au/interpreters-and-translations)
* [Visual accessibility](https://www.vic.gov.au/make-content-accessible)

**More sport-specific tools about volunteering**

Sport Volunteering is a big topic with many areas where expertise is required. A range of sport-specific resources have been created to assist you in your strategies and practices around volunteers. This tool is one of many tools and factsheets available at [**Volunteering Victoria’s sport specific webpage**](https://www.volunteeringvictoria.org.au/sport-volunteering/). We encourage you to check out the full range of tools and use those which may support and apply to your club.

**Copy / Paste**

**Position Summary**

|  |  |
| --- | --- |
| **Position:** | Public Officer/Media Contact |
| **Reports to:** | The Club President and Committee Members |
| **Remuneration:** | This is a volunteer position. Reimbursement policies apply where appropriate. |
| **Hours / time involved:** | <insert> |
| **Start date:** | <insert> |
| **Term:** | <insert> |
| **Location:** | <insert> |

**About <Club name>**

<insert>

**Purpose**

<insert>

**Responsibilities**

* Contacting media contacts and developing and maintaining media relationships
* Being the communications contact person for Club members and media to gather and present articles
* Presenting regular articles for the Club newsletter, website and social media
* Ensuring that weekly media information e.g. results is provided on time and is accurate
* Writing media releases to highlight key activities / stories about the Club
* Consulting with the Committee about media opportunities

**Personal Attributes**

* write well and have some knowhow on presenting media releases and articles
* have computer skills
* be familiar and have accessibility to social media platforms used by the club
* be a good communicator and be able to develop positive relationships with media contacts
* be able to liaise with the Committee regarding media relations and news items

**Key Relationships**

* <insert>

**Essential requirements**

* Current, valid Working With Children Check

**Adjusting this role to meet volunteer needs**

This role can be adjusted to recognise different needs of a volunteer - such as availability, timing, size of role and flexibility needed.