

**JOB TITLE:**

**Publicity Officer**

**OBJECTIVE:**

To publicly promote timely, accurate and positive club/association information to the wider community.

**RESPONSIBILITIES:**

* Update all fixture results on-line.
* To be the club’s/association communication point of contact for all publicity and media related issues.
* To develop and discuss potential publicity opportunities with the club/association committee.
* Regularly update the club’s/association website, Facebook, Snapchat, TikTok and Twitter account to keep supporters and other stakeholders informed.
* Prepare the weekly/fortnightly/monthly newsletter and/or e-newsletter for club/association members and supporters.
* Provide any positive club/association stories for wider distribution on the club/association website and other media channels.
* In consultation with club/association committee, provide Council/Football South Australia and media with positive club/association stories for monthly/quarterly newsletters and/or e-newsletter and social media.
* In consultation with club/association committee provide local newspapers with a minimum of four positive club/association stories per year.

**RELATIONSHIPS:**

* The Publicity Officer reports directly to the President and in consultation with Executive and General Committee.
* Liaises with Football South Australia, Council, Sport and Recreation Department and local media.
* Will have a close relationship with team coaches and team managers to produce weekly articles for website and newsletters.

**ACCOUNTABILITY:**

* The Publicity Officer is accountable to the President, Executive and General Committee.

**ESSENTIAL SKILLS:**

* Passionate and dedicated to promoting the club/association to the wider community.
* Strong and effective communication skills or the ability to develop skills with assistance from Football South Australia and association.
* Ability to produce news articles and match reports.
* Ability to source club/association photography to support news articles.
* Computer literate in the various Microsoft applications.
* Experience in website development or maintenance.
* Report writing skills.

**Estimated Time Commitment Required**

The estimated time commitment required as a Publicity Officer is hours per week.

A Publicity Officer is appointed for a\_\_\_\_ period.