

PRESS & MARKETING OFFICER

ROLE DESCRIPTION

To market and promote the affairs of (insert name) Volleyball Club.

SKILLS/QUALITIES REQUIRED

- Attention to detail.
- Good communication skills, both written and spoken.
- Knowledge of local press contacts
- Journalism experience (voluntary or professional) a bonus but not essential!
- Good at building relationships with other volunteers within the club to share information.

MAIN DUTIES

- Input onto the club development plan from a marketing and communication perspective.
- Promote the image of the club externally so that there is an increased awareness of the Club in the local community, e.g. fliers, presence on local sports search engines.
- Develop good working relationships with local press contacts, e.g. sending on information, match reports and issuing invites to special club events.
- Write relevant media releases to increase the club's profile.
- Ensure reporting of Club events, fixtures and initiatives is accurate.
- Seek out new merchandise for the Club to offer to members, supporters and players.
- Produce, as requested, flyers, brochures, programmes and advertisements.
- Liaise with the club Website Manager to keep the club website up-to-date.

COMMITMENT

Attend club committee meetings where possible. Keep up-to-date with current club affairs in order to report them externally.

