



Balgownie Junior Football Club

Job description for: PUBLICITY OFFICER

OVERVIEW:

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

RESPONSIBILITIES:

- To be the point of contact for all publicity and media-related issues.
- To develop potential publicity opportunities.
- Regularly update the club's website, Facebook page and Twitter account to keep club supporters and other stakeholders informed.
- Prepare and publish the fortnightly BallyHoo e-newsletter for club members and supporters via MailChimp.
- Encourage stories and photos from the Club's members (players, parents, friends)

RELATIONSHIPS:

- The Publicity Officer reports to the President, Secretary and General Committee.
- 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, Secretary and General Committee.

COMMITMENT LEVEL:

The estimated time commitment required as the Publicity Officer is up to 2 hours per week.

ESSENTIAL SKILLS:

- Passionate and dedicated to promoting the club to the wider community.
- Good communication skills.
- Ability to produce news articles and match reports.
- Ability to source club photography to support news articles.
- Computer literate in the various Microsoft applications and social media sites.
- Experienced in website development or maintenance.
- Report-writing skills for General Committee monthly reports and the AGM.