Sample Role Description – **Publicity Officer / Media Contact**

**Desirable Attributes:**

The Publicity Officer should:

* write well and have some knowhow on presenting media releases and articles
* have computer skills
* 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

**Is Responsible To:** The Club President and Committee Members

**Specific duties include but are not limited to (examples):**

* Making contact with 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 and/or website
* 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
* Liaising with the committee about media opportunities