



COUNTRY UNITED FOOTBALL CLUB INC

10 Branscombe Rd,

Walkerston QLD 4751

Secretary@countryunited.org.au

Position Description – Publicity Officer

JOB TITLE:

Publicity Officer

OBJECTIVE:

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

RESPONSIBILITIES:

- Put all fixtures results on FB each week. To be the Communications point of contact for all publicity and media related issues in consultation with the management committee.
- To develop and discuss potential publicity opportunities with management committee.
- Regularly update the club's website, Facebook page to keep club supporters and other stakeholders informed.
- Advertise committee meetings and put meeting minutes on the club website.
- Liaise with club sponsors regarding advertising of their business within the club.
- Prepare the weekly/fortnightly/monthly newsletter and/or e-newsletter for club members and supporters.
- Provide local newspapers with positive club stories throughout the season.

RELATIONSHIPS:

- The Publicity Officer reports to the President, Secretary and General Committee.
- Liaises with 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, Secretary and General Committee. 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 or the ability to develop skills with assistance from FQ Communications.
- Ability to produce news articles and match reports.
- Ability to source club photography to support news articles.
- Computer literate in the various Microsoft applications.
- Experience in website development or maintenance.
- Report writing skills for General Committee monthly reports and AGM.

The estimated time commitment require as an Equipment Officer is up to 2 hour per week.