



TERMS OF REFERENCE

PRESS OFFICER/MEDIA LIAISON

MAIN PURPOSE OF ROLE:

- To be responsible for information, publicity and promotion

ACTUAL DUTIES INVOLVED

- To liaise with Board/Committee members, sub-committees and club members in order to promote the club
- Build a list of local media contacts
- Produce press releases of any club events, tournaments and activities and produce articles as relevant
- Send results and anything else of interest to the Rugby Canada/Provincial Communications Manager & local press as relevant
- Invite the Rugby Canada/Provincial Communications Manager, local press & media to events
- Keep a record of press cuttings, radio mentions and TV coverage
- To be directly responsible for the production of the Club Newsletter
- To be responsible for advertising the club, its activities and to promote the work of volunteers
- Where necessary co-ordinate sub-committee, and volunteers to help publicize the club, its events and members through the media
- To ensure articles, language and photographs reflect a fair and positive representation of all club members and the community

LIAISON WITH:

- All committee members and sub-committees in particular sponsorship and events
- Players
- Local and National Media Contacts including Rugby Canada/Provincial Communications Manager

THE POST HOLDER WILL BE RESPONSIBLE TO: The Main Committee

MEETINGS TO ATTEND:

- Main Committee Meetings
- Annual General Meeting if appropriate
- Sub Committees by request

ESTIMATED TIME COMMITMENT: Time commitment will be fairly consistent throughout the year. On average 1-2 hours a week

TERM OF ROLE: The Media Liaison Officer will be appointed for one year at a time, with the hope that the post holder will retain the role for a maximum of 3 years.

BENEFITS

- Reasonable travel expenses to agreed appearance events at X cents per kilometer
- Other associated expenses will be paid for by the club as directed by the Treasurer
- Increase in profile within the rugby fraternity and local & national media
- Other benefits as set out by the club

OTHER INFORMATION: IT Skills (E-Mail), reporting and communication skills will be required

RECOMMENDED TRAINING: Working with the Media pack from Sport Canada (TBC)