

# Goulburn Rugby Union Football Club

## Job Description



### COMMITTEE – PUBLICITY & MARKETING

The Publicity & Marketing Officer is a key role charged with not only ensuring all news, including match reports, is promptly prepared and disseminated to maximise the club's coverage in print and electronic media, but also in preparing advertising materials alongside the Recruitment & Retention Committee, and the Fundraising & Events Committee.

#### RESPONSIBILITIES

The Publicity & Marketing Officer shall:

- Prepare news updates for media outlets
- Assemble match reports to be disseminated to media outlets no later than match day. These may be received from other writers but must be completed by the Publicity & Marketing Officer in the absence of other writers
- Actively assist the Recruitment & Retention Team with the preparation of suitable publicity assets
- Actively assist the Fundraising & Events with the preparation of suitable publicity assets
- Ensure coming events are advertised well in advance of scheduled dates
- Oversee the club's various social media platforms and accounts
- Liaises with coaches and webmaster.

#### KNOWLEDGE AND SKILLS REQUIRED

Ideally the Publicity & Marketing Officer is someone who:

- Has good time management skills
- Has strong media contacts
- Is prepared to generate content by midday Sunday each week
- Is able to work to strict deadlines.

#### SUB-COMMITTEE INVOLVEMENT

- Recruitment & Retention
- Fundraising & Events