



## Role Description: Press Secretary

The role of the Press Secretary is to maximise press/media coverage for your club, ensuring publicity pre and post events wherever possible. This will require you to establish and build on relationships with the news media. You will be required to act as spokesperson for the club on some news items.

Where applicable some of the Main Duties may be delegated to other role holders.

<b>Responsible to:</b>	• Committee	<b>Responsible for:</b>	
<b>Main Duties</b>		<b>Skills Required</b>	
<ul style="list-style-type: none"> <li>• Establish links with the local and national press to gain publicity for teams, players and events.</li> <li>• Research and use all potential promotional opportunities for the club.</li> <li>• Produce regular press releases for the club notice board and local media.</li> <li>• Inform the local media of successes / achievements.</li> <li>• Collate a journal of all club media coverage.</li> <li>• Publish fixtures and results in the local press (or</li> <li>• Prepare newsletters, flyers and posters</li> <li>• Act as a spokesperson for the club.</li> <li>• Attend committee meetings</li> </ul>		<ul style="list-style-type: none"> <li>• Knowledge of local media.</li> <li>• Knowledge of marketing and communications.</li> <li>• Great organisational skills.</li> <li>• Good management skills.</li> <li>• Confident with good leadership skills.</li> <li>• Attention to detail.</li> <li>• Good listener and effective communicator.</li> <li>• Approachable and friendly.</li> <li>• IT skill would also be useful</li> </ul>	

### The Commitment we are looking for

Managers / Committee meetings are held monthly in Doddinghurst Village Hall.

Your organisation of and attendance at multiple social events throughout the season.

Review of the *Annual Review* and alignment of development plans to The Club vision and mission in accordance with The Constitution and associated policies.

The 'term of office' is one year and reviewed at the AGM. Commencing on appointment in accordance with The Club Recruitment Policy and subject to appropriate passing of a trial period (if applicable) and achievement of qualifications and successful CRB check.

### Our Commitment to you

The Club secretary, The Committee, Treasurer and Training and Development Officer will provide assistance as necessary.



We will provide access to appropriate training courses to assist in the execution of duties.

We pay your expenses in accordance with our expense policy

### **Other Resources Available**

<http://teamer.net> assists in team management and organisation. Teamer provides a free SMS text service making it simple to advise players and coaches of events, it is a secure and free solution and is a major benefit to club organisation and communication with players.”

The **runningsports** website ([www.runningsports.org](http://www.runningsports.org)) has useful resources including Quick Guides, Top Tips, and information on available training including workshops and workbooks.

Also check out the following web sites for other available resources:

Sport Coach UK	<a href="http://www.sportscoachuk.org">www.sportscoachuk.org</a>	Skills Active	<a href="http://www.skillsactive.com">www.skillsactive.com</a>
Child Protection Unit	<a href="http://www.thecpsu.org.uk">www.thecpsu.org.uk</a>	CRB	<a href="http://www.crb.gov.uk">www.crb.gov.uk</a>
Club Mark	<a href="http://www.clubmark.org.uk">www.clubmark.org.uk</a>		