

## **PRESS / MEDIA OFFICER – Cambourne Exiles RFC**

**Main purpose of role:** To be responsible for information, publicity and promotion

### **Actual duties involved:**

- To liaise with committee members, sub-committees and club members to promote the club
- Build a list of local media contacts
- To coordinate the writing of match reports and submission of reports and photographs to local media
- Produce press releases of club events, tournaments, etc
- Send items of interest to RFU Regional Press Officer, local press, etc.
- Invite the RFU Regional Press Officer, local press & media to club events
- Keep a record of press cuttings, radio mentions and T.V coverage
- To be responsible for advertising the club, its activities and to promote the work of volunteers
- Where necessary co-ordinate 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:**

- Executive Committee
- Players
- Local and National Media Contacts including RFU Regional Press Officer

**The Post Holder will be responsible to :** The Executive committee

### **Meeting to attend:**

- Executive committee meetings
- Annual General Meeting if appropriate

**Estimated time commitment:** On average 1-2 hours a week

**Term of role:** Appointed for 1 year, to retain the role for a maximum of 3 years.

**Benefits:** Associated expenses will be reimbursed from club funds as approved by the committee and directed by the Treasurer

**Other information:** Good IT skills, reporting and communication skills essential.