

EAST RETFORD RUGBY UNION FOOTBALL CLUB

FOUNDED 1952



JOB DESCRIPTION

Publicity Officer

Name of Publicity Officer:

Responsible to: General Committee

Purpose:

To ensure the maximum publicity of our Club, development, games and team news at national and local levels via press, social media and our website.

Key aspects of the role:

1. Photographs and match reports.

Liaise with the Club Coach and assistants to collate photographs and match reports and ensure publication in the local press, social media and website.

2. Team Selection.

Liaise with the Club Coach regarding team selection and publicise the selected teams on the website, local press and in social media.

3. Advertising and Sponsorship.

Work with the Marketing & Sponsorship Manager & the Social & Fundraising Committee Chairman to secure income for the club via different forms of sponsorship and advertising.

The above list of tasks is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope the role.