



Office Bearer

Position Description

Publicity Officer (Social Media)

The Publicity Officer actively promotes the club through all approved platforms. Providing the information and stories to accurately and positively portray the club and its members. Effective use of social media will also support and drive the achievement of many of the club's goals and objectives.

The Publicity Officer reports directly to the President and members of the Byford Bushrangers Inc.

The Publicity Officer is elected by the members by nomination at the Annual General Meeting, or by committee vote at a general meeting if the position is deemed vacant. The Publicity Officer has full voting rights on all matters.

Responsibilities and Duties

The Publicity Officer should:

- Monitor and respond to messages, posts, comments on social media platforms
 - Build your clubs audience on social media of people who genuinely follow and have an interest in your club
 - Build the sense of belonging between your club and its (social media) supporters and followers
 - Support the achievement of club goals and objectives Identify the local media whom the club would like to publish stories
 - Understand how to submit stories to each of the key media outlets and when are their publication deadlines each week
 - Co-ordinate the production and submission of weekly social media releases, which may include quotes, articles, videos and photographs
 - Organises media coverage for publicity for club milestones, events and activities
 - Assist the President and Committee in promoting the club in the local and wider community
 - Attend all Committee meetings
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Knowledge and Skills Required

Ideally the Publicity Officer is someone who is:

- Well organised
- Strong Communication skills
- Good networking and interpersonal skills
- Strong writing skills
- Good photography/videography skills
- Able to meet strict deadlines
- Strong understanding and involvement in all of the different club activities
- Strong understanding of the club's social media policy/strategy
- Respectful and effective communication
- Good understanding of all social media platforms
- Understanding how to create memes, photos and video for use on social media
- Hold or willing to apply for a current volunteer "working with children" check (if required)
- Has a good working knowledge of the Rules of Association, By laws, Policies and the duties of all office holders and subcommittees

If at any stage the Publicity Officer becomes aware of a personal conflict of interest, real or perceived between themselves and the club, they should immediately notify the Secretary of the conflict who will immediately inform all other committee members.

The estimated time commitment required as the Publicity Officer of the club is approximately

Preseason

- 3 hours per week.

Mid-season

- 2 hours per week
- As required on competition days.

The Publicity Officer is appointed for a term of 12 months or by special resolution.
