



Role Outline: Publicity Officer

NAME OF CLUB: Brush Bowls Club

ROLE: Publicity Officer

RESPONSIBLE TO: Club Committee

NAME OF VOLUNTEER: Name

START DATE: XX/XX/XX END DATE: XX/XX/XX

Create a high profile for the Club within the local community and publicise the Clubs events and achievements through the local press and media.

Typical Responsibilities:

- Researching and using all potential promotional opportunities for the club.
- Producing regular press releases for local media, informing them of successes/achievements
- Acting as a spokesperson for the club.
- Helping to plan and organise the Club's Open Days and other recruitment initiatives.
- Help to organising the Club's marketing and promotional materials - including but not limited to: leaflets, posters, banner, booklets etc.
- Forging links with local organisations (newspapers, magazines, local authorities, schools, leisure centred, medical centres, WI etc.) who can help promote the Club to their networks.
- Arranging for photographs and/or video of the Club's activities whenever possible
- Providing a monthly report to the Management Committee
- Arranging handover or succession planning for the position