



Poloc Cricket Club Publicity Officer Job Description

Responsible to
General Committee

Skills/qualities required

- Enthusiastic.
- Well organised.
- Prepared to make a regular time commitment.
- Confident and imaginative.

Main responsibilities

- Take responsibility for publicising the club, its events and members.
- Liaise with the President to promote the club.
- Build a list of local media contacts.
- Collate festival/competition/match reports and send to the local/national press.
- Produce Press Releases/articles to promote and publicise the club through the media.
- Invite the press to attend club events and crucial matches.
- Keep a record of all press cuttings, radio and TV coverage.
- If unable to attend General Committee meetings, send a written report to the Secretary.
- Liaise with the Social/Special Efforts Convenor regarding potential sponsors.

Time commitment

Estimated at four hours per week, on average.