

MAITLAND CITY SOFTBALL CLUB INC

JOB DESCRIPTION FORM

PUBLICITY OFFICER

The Publicity Officer is responsible for overseeing promotion and marketing for the Maitland City Softball Club Inc.

Responsible to:

The Publicity Officer is directly responsible to the President and the members of Maitland City Softball Club Inc.

Responsibilities and Duties:

The Publicity Officer should:

- Maintain the Maitland City Softball Club Inc website as required
- Update any social media used by Maitland City Softball Club Inc, including but not limited to Facebook, Instagram, Twitter and any phone apps with photographs, fixtures and assorted information
- Write proposed advertising material for presentation to the committee
- Arrange promotional material such as banners, flyers etc
- Develop and maintain a marketing plan
- Work with the Director of Finance to develop a budget for the marketing plan
- Work with the Uniform Officer to arrange merchandise
- Oversee the implementation of the strategies in the marketing plan
- Submit regular reports to the committee
- Arrange team photos for each season
- Take photographs at training, games and events to be used as promotion of the Club
- Be familiar with the policies and procedures of the Club, including but not limited to the Club's Child Protection and Media Policies
- Promote our Club's Mission, Purpose and Values

Knowledge and Skills Required:

Ideally the Publicity Officer is someone who:

- Can communicate effectively
- Has a minimum of intermediate computer skills
- Is positive and enthusiastic
- Is well organised
- Has some marketing experience
- Has some experience in dealing with the local media
- Has access to a computer, camera equipment and software to undertake the tasks above