

Media Officer

The role of the Media Officer is to ensure the social media presence of the Association is administered according to the Association Rules.

Responsibilities

The responsibilities of media officer are wide and varied and may include, but certainly not limited to the following responsibilities.

Knowledge

- Write well and have some knowledge on presenting media releases and articles
- have computer skills
- be a good communicator and be able to develop positive relationships with media contacts
- be able to liaise with the committee regarding media relations and news items

Duties

- Making contact with media contacts and developing and maintaining media relationships
- Being the communications contact person for members
- Presenting regular articles for the club newsletter and/or website
- Ensuring that media information e.g. results is provided on time and is accurate
- Writing media releases to highlight key activities / stories about the association
- Liaising with the committee about media opportunities

Participating in Meetings

Attending and actively participating and contributing in board meetings is a core function of a board member.

Essential Skills and Requirements

- Engaged attitude
- Ability to provide calculated opinion in group discussions at board meetings
- Outgoing personality
- Effective communicator
- Be discreet and able to maintain confidentiality on relevant matters
- Hold or willing to apply for a current volunteer “working with children” check (if required)

Requirements

The media officer is expected to:

- Act in the best interest of the members at all times
- Attend all Board meetings
- Undertake the role in good faith and honesty

If at any stage the officer becomes aware of a personal conflict of interest, real or perceived between themselves and the association, they should immediately notify the President of the conflict who will immediately inform all other board members.