

# MEDWAY & MAIDSTONE A.C.

## ROLE DESCRIPTION FOR PUBLICITY OFFICER

The role of the Publicity Officer within the Club is to:-

- Raise and ensure the public awareness of Medway & Maidstone A.C.

The Publicity Officer is expected to:-

- Field journalist enquiries, except those relating to welfare or child protection.
- Write press releases and track media coverage for coming events.
- Acquire a comprehensive knowledge of the Club in order to advise and support the Club with any public relations issues.
- Circulate notice of coming events and relevant application forms to members, via Club Bulletin/notice boards/website.
- Prepare for and attend Management Committee meetings on request.

The Publicity Officer is expected to take responsibility for:-

- Ensuring that events that are endorsed, and publicity that is sought, constitute “appropriate exposure”.