

PIRATES SOFTBALL CLUB WA INC

JOB DESCRIPTION FORM

PUBLICITY OFFICER

The Publicity Officer is responsible for overseeing promotion and marketing for the Pirates Softball Club WA Inc.

Responsible to :

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

Responsibilities and Duties :

The Publicity Officer should:

- Maintain the Pirates Softball Club WA Inc website as required
- Update any social media used by Pirates Softball Club WA 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 Treasurer 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

Knowledge and Skills Required :

Ideally a Publicity Officer is someone who:

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

Estimated Time Commitment Required :

The estimated time commitment required as the Publicity Officer of Pirates Softball Club WA Inc is an average of 2 to 3 hours per week. The Publicity Officer is appointed for a maximum term of 15 months.