



# SAMPLE ROLE DESCRIPTION – PUBLICITY MEDIA CONTACT

## Desirable attributes:

The publicity officer should:

- have a solid knowledge of social media across all platforms,
- write well with an understanding of presenting media releases and articles,
- have computer skills,
- be a good communicator and be able to develop positive relationships with media contacts, and
- be able to liaise with the committee regarding media relations and news items.

**Is responsible to:** the club president and committee members.

## Specific duties include but are not limited to (examples):

- making contact with media contacts and developing and maintaining media relationships,
- being the communications contact person for club members and media to gather and present articles,
- presenting regular articles for the club newsletter and/or website,
- ensuring that weekly media information e.g. results is provided on time and is accurate,
- writing media releases to highlight key activities/stories about the club, and
- liaising with the committee about media opportunities.



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