



Beaudesert Tennis Association
Committee Member Role Discription

Publicity / Media Manager

The Club Media Manager sources and provides the information and stories for the local media such as local newspapers, radio and TV stations. The Media Manager will actively build relationships with the clubs local media with a view of maximising the clubs profile and awareness through local media in its community.

Responsibilities

- Is Responsible To: The Club President and Committee Members
- Assist & liaise with the President and Committee about media opportunities in promoting the club in the local and wider community.
- Being the communications contact person for club members and media to gather and present articles
- Identify the local media whom the club would like to publish stories and identify the key reporters, producers and editors.
- Create and maintain relationships with key reporters, producers and editors.
- Presenting regular articles for the club newsletter and/or website & understand how to submit stories to each of the key media outlets and when are their publication deadlines each week.
- Create and maintain the media register, detailing local media reporters, producers and editors and all other key information
- Co-ordinate the production and submission of weekly media releases, which may include quotes, articles, videos and photographs, highlight key activities / stories about the club



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- Prepares media kits or background information at the start of the year for upcoming events, activities and milestones.
- Organises media coverage for publicity for club milestones, events and activities

Essential Skills and Requirements

- Strong Communication skills
- Good networking and interpersonal skills
- Strong writing skills
- Able to meet strict deadlines
- Strong understanding of the different club activities
- Some knowledge on media releases and articles
- have computer skills
- develop positive relationships with media contacts
- be able to liaise with the committee regarding media relations and news items

End of year hand over

Updating key documents

At the end of each year a key activity of the Media Manager will review and revise their position description to ensure it continues to reflect the requirements of the role.

The Media Manager should also update the local media register of important information about the key local media organisations, their respective deadlines and their reporters, producers and editors names and contact details.

The updated Position Description and local media register must be provided to the Club Secretary prior to the Annual General Meeting each year.



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Induction of the incoming Media Manager

An important responsibility of outgoing Media Manager is to train, mentor and support the incoming Media Manager.

The estimated time commitment required as the Media Manager is **XX** hours per week.