

Dubbo Touch Association

Position Description for Publicity Officer

Brief description of Publicity Officer's role:

This position works with the local media to ensure that the DTA has a constant positive presence in the Media. Promoting communication within the DTA is another key role of this position.

Duties:

1. Maintain an up to date list of local media contacts.
2. Prepare an annual media calendar plan.
3. Prepare media releases for special events when required.
4. Coordinate spokespeople for media interviews and work with spokespeople to prepare them for their interviews.
5. Post the draw on social media each week.
6. Regularly update the Dubbo Touch website and Facebook with Touch news (eg. representative news, photo gallery etc)
7. In conjunction with the Junior Competition Director, promote Junior Touch in school newsletters and general media.
8. Maintain currency of the DTA website.
9. Maintain currency of DTA Facebook page.
10. Maintain a DTA yearly calendar on DTA website.
11. Make suggestions and undertake tasks to enhance communication in DTA.
12. Attend committee meetings on a regular basis and attend to tasks delegated at these meetings.
13. Provide support and assistance to other committee members as required.
14. Provide Working with Children Check details to the Member Protection Officer.