**ROLE PROFILE: PUBLICITY OFFICERS**

**What will I do?**

The primary duties of the Publicity Officers include (but are not limited to):

* Management of the club’s online presence (website, blog and social media accounts)
* Content creation and scheduling for social media
* Handling incoming enquiries through the club social media channels
* Building and maintaining a relationship with local press, submitting regular articles in order to promoted the club to the local community
* Regularly review analytics on social media and use data to shape strategy changes
* Attend club service sub-committee meetings

**Who will I work with?**

It is essential that you work in an aligned manner with the club’s Head Coach to ensure that the digital image of the club is consistent with their over-arching vision and aims for our club.

You will be working as a member of the club’s Service Sub-Committee (with a Vice Chair, Secretary and Welfare Officer), you will also be assigned to oversee an aspect of the club’s publicity, depending on your skill set and club need.

**What skills are required to do the role?**

You have to be organised, creative and able to regularly commit time to the role. You must be able to work as part of a team with other publicity officers as part of the club, and follow direction from key stakeholders around the club (Welfare Officer, Chair, Secretary, Treasurer and Coaches). Being a good communicator (and answering messages from social media promptly and politely) is really important too.

**What is the time commitment?**

The time commitment for the role will normally be around 1-2 hours per week, but can fluctuate.

The Publicity Officer is an appointed role, appointed by the Management Committee following the AGM for a term of one year (running to the next AGM).

If you would be interested in becoming a Publicity Officer at the club, please email us to apply at: [bulldogsbasketball@hotmail.co.uk](mailto:bulldogsbasketball@hotmail.co.uk)

All applications **must** be received at least 14 days prior to the date of the AGM.

It is essential that you are a registered member of the club for the season in which you are serving as a member of the committee, and we may require the person holding the role to provide references and/or undertake a DBS check and Safeguarding qualifications.