

Media Manager

Important information: This position description has been provided as a general position description only. Please edit this position description to ensure it reflects the needs of your club.

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

- ✓ 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.
- ✓ 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
- ✓ Organises media coverage for publicity for club milestones, events and activities
- ✓ Assist the President and Committee in promoting the club in the local and wider community.
- ✓ Prepares media kits or background information at the start of the year for upcoming events, activities and milestones.

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
- ✓ End of year hand over
- ✓ 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.
- ✓ 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.