

Publicity Officer

The role of the Publicity Officers is form strong relationships with key local council staff including Sport and Recreation staff, Council CEO, Councillors and the Mayor. Local Councils are one of the most important partners a community sporting club has and they are able to support their community clubs far beyond simply providing access to facilities.

Local Councils can provide access to volunteers and participants through their network and contacts, they can assist in the planning and delivery of events, they have strong communication platforms which can be used to pass your clubs message to the community.

Local Councils also make available a variety of grants to club each year as well as being able to access large state and federal government grants on behalf of your club.

Responsibilities

Prior to the start of the season

- Make application to the Council for access to any council owned facilities the club wishes to use during the year for training, competitions and social activities.
- Collect and distribute the keys to the sporting facilities, ensuring the club keeps a register of who has which keys
- Undertake a safety review of all council facilities when they are handed over to the club at the beginning of each year
- Personally introduce yourself and the club to key Council staff, including Sport and Recreation staff, Council CEO, Councillors and the Mayor
- Ensure the club has all required council permits, e.g. food handling
- Attend all Council forums and meetings as will be required from time to time
- Identify Council events throughout the year which the club may participate in to promote its self and support council initiatives. (e.g. Australia Day Parades, ANZAC Day marches or other community events where the club can have a positive presence)

During the season

- Be the primary point of contact between Council and the club

- Ensure all messages and information received from Council are distributed to the appropriate people within the club
- Communicate and co-ordinate the resolution of any facility maintenance issues with Council
- Review grants made available by Council and co-ordinate applications of those relevant to the club
- Liaise with Council in the planning and the delivery of major club events and activities
- Participate where possible in Council held community events

Post season

- Ensure all facilities are cleaned and vacated by the date required by Council to be vacated by the club.
- Collect all keys and return to Council

Essential Skills and Requirements

- Outgoing, approachable and able to represent the club in Council activities and public forums
- Organised
- Strong communicator
- Comfortable working out and building relationships with key people in Council.

End of year hand over

Updating key documents

At the end of each year a key activity of the Publicity Officer will review and revise their position description to ensure it continues to reflect the requirements of the role. The updated Position Description must be provided to the club secretary prior to the Annual General Meeting each year.

Induction of the incoming Publicity Officer

An important responsibility of outgoing Publicity Officer is to train, mentor and support the incoming Publicity Officer.

The estimated time commitment required as the Publicity Officer is 3 hours per week.