

Job Title: Public Relations Coordinator	Club Name: WAMASC
Reports to: Executive Board	Revision Date: 7/5/17

## Position Overview

The Media Manager handles media issues on behalf of the club. They are the link person between the club and the outside world as far as information and communication is concerned. A Media Manager ensures that the club has a good name and reputation and liaises with the social media marketing department to publicise the clubs events and activities.

## Responsibilities and Duties

- Responsible for writing press releases on behalf of the club and distributing them to the media
- Drafts and designs messages and announcements for the media
- Cultivates a good working relationship with the stakeholders of the club
- Collects and compiles media contacts and also prepares media kits for club to give the media during events or specific occasions
- Oversees and assist's the Newsletter and Social Media coordinator's with the clubs media material such as magazines and websites
- Organises media coverage for publicity of the clubs events and activities
- Handles the responsibility of supervising advertisements and their placement on behalf of the club.
- Management of the WAMASC Facebook and Forums webpage.

## Knowledge and skills required

- Strong Communication skills
- Good networking and interpersonal skills
- Strong writing skills
- Able to meet strict deadlines
- Must have technical knowledge, especially in electronic or news media
- Needs to be highly organised and able to multitask
- Good managerial skills, understanding use of diverse aspects of media and creativity
- A team player who coordinates with different departments

I acknowledge the requirements placed upon me by this Position description.

Name:\_\_\_\_\_

Signature:\_\_\_\_\_ Date:\_\_\_\_\_

Witnessed By Secretary:\_\_\_\_\_ Date:\_\_\_\_\_

