**INTRODUCTION**

The Media Liaison is responsible for ensuring that all forms of media are aware of big club events, good news stories and match results.

**WOULD SUIT SOMEONE WHO**

* Is well-written and can write clear and interesting stories
* Is concise and can think on their feet when dealing with challenging questions
* Enjoys public speaking

**RESPONSIBILITIES**

* Notify local media of sign-on days, key dates and club events
* Ensure the club is promoted as a professional organisation at all times
* Manage any media enquiries, remembering any quotes will represent those of the club, whether good or bad
* Coordinate promotional activities during the off-season
* Submit all junior and senior match scores to local newspaper contacts
* Send junior photos to local newspaper outlets for publication
* Write and send through the club’s input into the weekly GameDay magazine
* Assist with all club marketing approaches
* Discuss any issues with the club Executive and the club’s public approach
* Coordinate media attendance at events or home games
* Promote league-wide themed rounds (Heritage Round, Multicultural Round etc.)
* Meet and greet media personnel when they are at events or home games
* Handle all media queries should any issues arise

**KEY RELATIONSHIPS**

* **Reportable To: Secretary**
* Local television, radio & newspaper contacts
* Coaching Staff
* President

**TIME COMMITMENT REQUIRED**

* Approximately 1-2 hours per week on a Sunday to submit scores & match reports to media outlets
* Outside of football season, 1-2 hours per week to coordinate club promotional activities

**TRAINING/RESOURCES REQUIRED**

* Phone & email access