PUBLICITY AND PROMOTIONS OFFICER JOB DESCRIPTION

Responsibilities:

The Publicity and Promotions Officer is responsible for ensuring that CPNA and its sponsors receive the widest possible media coverage.

Duties:

- Develop and implement a public relations plan that will better market and promote the association.
- Write and issue regular media releases concerning upcoming events, interesting personalities and activities and achievements.
- Write and distribute regular association newsletters/flyers regarding upcoming events such as Umpire clinics, coach’s clinic, nationals’ selection days, march past and break-up days amongst the club members.
- Act as a liaison officer for the media at all association events and functions.
- Constantly promote the positive aspects of the association’s activities, highlighting at all times the association’s support of the CPNA Code of Conduct.
- Keep the Secretary and Committee informed of all media activities.
- Ensure that the association’s sponsors receive maximum exposure in all spheres.
- Assist with obtaining sponsorship for the association.
- Attend the monthly committee meeting and assist in the general running of the Association.
- Assist with the recruitment and retention of financial supporters of the association.
- Promote sponsor’s advertising in the association’s newsletter/yearly handbook/carnival program and through the public address system at club nights.
- Create a positive general public awareness of the association and its activities.
- Publicise and promote all events, programs and competitions within the local community.
Notes:

It is important that the association website remains informative and is regularly maintained and also that fixtures, results and tables etc are always up to date.

In addition, always ensure that appropriate links to sites such as CANA and relevant sites are operative.

The Publicity and Promotions Officer should also source articles, stories, interviews and profiles etc for inclusion in local newsletters and magazines and national publications.