**[Club Name]**

position description – media officer

Pony Club is committed to protecting Children from harm. We require all applicants that will work with Children to undergo an extensive screening process prior to appointment.

# REPORTS TO

* Club Committee

# PURPOSE

*(Note: This is likely to be a role that is not necessarily a committee member, reporting to the club committee should be clearly defined and outcomes ideally based off a strategic plan.)*

The Media Officer sources and provides the information and stories for the local media such as local newspapers, radio and TV stations. The Media Officer 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.

# Role REsponsibilties

* 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.

## OTHER DUTIES

* Report activities to the membership at the Annual General Meeting.
* Assist other committee members in their duties as required.

# End of year hand over

## Updating key documents

* At the end of each year a key activity of this role will be to review and revise this position description to ensure it continues to reflect the requirements of the role. The updated position description must be provided to the club secretary one month prior to the Annual General Meeting each year.

## Induction of the incoming position holder

* An important responsibility of the outgoing position holder is to train, mentor and support the incoming position holder.

# CODE OF CONDUCT

I agree to be bound by the Pony Club Australia Code of Conduct, all National Integrity Framework policies and other rules, regulations and policies of the organisation.

**conflict of interest**

If at any stage you become aware of a personal conflict of interest, real or perceived, they should immediately notify the Club Committee, where it will be noted and managed as required for transparent management.

# EDUCATION & SKILLS

**ESSENTIAL:**

* Hold a current membership with Pony Club.
* Must have a working with children check registered on the Association database and registered with the organisation as required.
* Must have completed and registered on the Association database the following courses:
	+ Safeguarding Children and Young People in Sport Induction
	+ National Integrity Framework
	+ Anti-Doping Fundamentals
	+ Annual Update

## DESIRED:

* Strong Communication skills.
* Good networking and interpersonal skills.
* Strong writing skills.
* Able to meet strict deadlines.
* Strong understanding of the different club activities.

# TIME COMMITMENT

The estimated time commitment required for this position is XX hours per week.

# Terms of Engagement

One year – position up for re-election at club Annual General Meeting.  Tenure is unlimited.

# Remuneration

This position is undertaken on a voluntary basis.

# Agreement

I, ………………………………………………………………………….., herby agree to accept and undertake the position as outlined above and abide by all Club policies and procedures.

Signed: Date:

Signed: (Chair) Date: