# Bayswater Lacrosse Club



### Role Description

| **Job Title** | **Director of Publicity** |
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| **Accountability** | Club Committee & Executive | **3-5 hours per week**  |
| General Description - Objectives |
| * Publicise and promote the Bayswater Lacrosse Club trough social media and print media.
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| Responsibilities |
| * Organise and distribute “Baysie Bulletin” to all members of the club monthly or on an as needs basis. All content should be requested/provided at the committee meeting and the bulletin should be prepared and distributed by the second Friday of each month.
* Post to BLC Facebook regularly with events, updated and weekly results during the season.
* Promote team app to players and post items to TEAM APP
* Monitor and update the Website on a regular basis
* Promote the game of lacrosse in particular relating to BLC activities, through liaison with local newspapers. eg Free community advertisements.
* Prepare articles for inclusion on LWA Web page or Facebook
* Develop flyers to promote BLC to schools and around the Bayswater Lacrosse Club catchment area.
* Develop signs to be posted around within the City of Bayswater during preseason targeting new members.
* Promote club merchandise for sale when requested by committee members.
* Promote sponsors as instructed by the director of sponsorship.
* Prepare or arrange PowerPoint presentations for the Bayswater end of year Senior and Junior Windups.
* Prepare monthly reports for presentation at Management Committee meetings.
* Prepare annual report for AGM by second Wednesday in October and email to Club Manager
* Assist officers and sub-committees in their duties.
* Assist with other matters that may arise from time to time.
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| Qualifications - Accreditations |
| **Essential**  | **Desirable** |
| Reporting |
| * Provide a report on any aspect of the portfolio operations to the monthly Committee meeting.
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| Relationships |
| * Reports to the Club Committee.
* Liaises with the Executive.
* Liaises with key stakeholders.
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