# 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. | | | |
| 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. | | | |
| Qualifications - Accreditations | | | |
| **Essential** | | **Desirable** | |
| Reporting | | | |
| * Provide a report on any aspect of the portfolio operations to the monthly Committee meeting. | | | |
| Relationships | | | |
| * Reports to the Club Committee. * Liaises with the Executive. * Liaises with key stakeholders. | | | |