

BAYSWATER LACROSSE CLUB

Role Description



Job Title	Director of Publicity	
Accountability	Club Committee & Executive	3-5 hours per week
GENERAL DESCRIPTION - OBJECTIVES		
<ul style="list-style-type: none">Publicise and promote the Bayswater Lacrosse Club through social media and print media.		
RESPONSIBILITIES		
<ul style="list-style-type: none">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 APPPost to the BLC Instagram pageMonitor and update the Website on a regular basisTake photos of all games sporadically throughout the season and a team photo of each grade for use at end of year presentation ceremoniesPromote 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 FacebookDevelop 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.		

Job Title Director of Publicity	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • Provide a report on any aspect of the portfolio operations to the monthly Committee meeting. 	
RELATIONSHIPS	
<ul style="list-style-type: none"> • Reports to the Club Committee. • Liaises with the Executive. • Liaises with key stakeholders. 	