



## Young Rugby Union Football Club Inc.

ABN 32 158 095 763  
PO BOX 330, YOUNG NSW 2594

### POSITION DESCRIPTION 2015 YOUNG RUGBY CLUB COMMITTEE

#### **MEDIA & COMMUNICATIONS MANAGER**

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As the Communications & Public Relations Manager, you spread the good news of rugby. You promote the club and our interests to members and the wider public which raises our profile and ultimately our success. It also boosts the popularity of the game which will lead to more members. As the person responsible for our presence on the World Wide Web, you'll have our image and reputation in your hands. You'll create a dynamic site with up to the minute information presented attractively for visitors – whether they are new or familiar with us.

#### **Ideally, you'll need to be:**

- A good communicator
- Media savvy
- Good IT Skills
- A working knowledge of website creation and design
- The ability to use your own initiative
- Good written English
- Attention to detail
- Sound judgement

#### **What you'll do:**

- Raise the profile of the club to internal and external audiences
- Maximise publicity for the club's games, events and activities
- Liaise with local and national media – press, TV, radio, web etc.
- Oversee internal channels like the club newsletter, website, welcome packs and notice boards
- Communicate results of every home game immediately
- Maintain a website and for players, opposition, coaches, volunteers, spectators, members, parents, sponsors, media and other stakeholders
- Source content and images
- Promote sponsors (where applicable)
- Keep up-to-date on the latest happenings in the club and community
- Give brief verbal reports of matches and interviews where necessary
- Write detailed reports of matches
- Oversee the club archive of records and photos

#### **How much time it will take up:**

Around 3-4 hours a week depending on the status of the club.

#### **What you'll get out of it:**

You'll be the voice of the club; its profile is under your watchful eye. As the person with the lowdown on matches and other club activity, you'll make lots of new contacts in the sports and journalism arenas, raising your own profile by association. The more you involve people in the club, the more you'll get out of the role.