



## Mudgee Black Swans Australian Football Club Inc.

All correspondence: PO Box 1068 Mudgee NSW 2850  
OR secretary@mudgeeblackswans.com

### **Publicity Officer**

#### ***Objective***

- To maximise communication to Club stakeholders
- To promote the Club through regular publications such as a club newsletter
- To promote the activities of the Club in the local media including radio, newspaper and other mediums where appropriate

#### ***Responsibilities***

- Assist the all Club personnel in promoting the Club in the local and wider community
- Undertake publicity tasks at the request of the Executive and/or Committee, or sub committees where required.
- Manage any public comment concerning any situation or incident that may reflect on the public well being of the Club
- Assist other Committee members in their duties as required
- Undertake tasks at the request of the President, Executive or General Committee

#### ***Relationships***

- Reports to the President & Club Secretary
- Liaises with the Club Committee
- Liaises with key stakeholders
- Liaises with all local media outlets

#### ***Accountability***

- Publicity Officer is accountable to the President and the General Committee
- Seek ratification prior to committing the Club to any statement on the local press
- Provide a summary to the monthly Committee meeting as required
- Seek ratification from the club treasurer prior to committing the Club to any financial expenditure or action

