



***Please note all role descriptions are for guidance only. Please adapt/add to this basic information to ensure it is relevant to your club's requirements.***

## **Communications & PR Manager**

### **Purpose**

To promote your club and its interests to members and the wider community, raising the club's profile and boosting the popularity of the game locally by ensuring good news stories are communicated through the right channels.

### **Key aspects of the role**

**1. Lead the PR of the club**

Maximise publicity for the club's games, events and activities while supporting the main club spokesperson in their relationships with local and national media – press, TV, radio, web etc.

**2. Oversight of communication**

Oversee internal channels like the club newsletter, website, social media, welcome packs and notice board. Ensure that the results of every home game are communicated immediately, detailed reports of matches are written and giving brief verbal reports and interviews where necessary.

**3. Manage the hospitality of the club**

Manage hospitality for visiting journalists and VIPs, keeping up-to-date on the latest happening in the club and community.

### **Is this role for you?**

If you are media savvy, with strong communication skills, efficient and meticulous and a team player passionate about rugby, you could hold a position where you would be the voice of the club.

For a role of this size, consider the team you might want to build around you to support on match days and in the lead up to and delivery of major events.

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**TEAMWORK RESPECT ENJOYMENT DISCIPLINE SPORTSMANSHIP**