



DICKY BEACH SURF LIFE SAVING CLUB

POSITION DESCRIPTION

Position Title: Publicity Officer

Reporting To: Board of Directors

This is a voluntary position and carries no salary or designated hours

Purpose of the Position

The Publicity Officer provides assistance to the Board of Directors in ensuring contact with media representatives is developed and media relationships are maintained as well as being the communications contact person for club members and media to gather and present articles.

Pre-requisites

To nominate for the position of Publicity Officer you must:

- Be a current financial member of the Club for a minimum of three years;
- Not have been convicted on indictment or sentenced to a term of imprisonment for a summary offence required to be disclosed by the *Criminal Law (Rehabilitation of Offenders) Act 1986*;
- Not have been a bankrupt; or entered into a deed of arrangement; or made a composition which remains unpaid; in accordance with the *Bankruptcy Act 1966* or corresponding law of another external territory; and
- Be eligible to hold a clearance for working with children in accordance with the *Working with Children (Risk Management and Screening) Act 2000*.
- Not have any negative judicial findings recorded against you in the surf lifesaving movement;
- Have a complete understanding of the Codes of Conduct;
- Assist in ensuring the Dicky Beach Surf Life Saving Club is working towards the mission and vision of the Strategic Plan and implementing the Operational Plan in accordance with the Club's Constitution; By-Laws; and Policies and Procedures Manual;
- Have a strong commitment to the ideals of Surf Lifesaving; and
- Have a high standard of oral communication, interpersonal skills and effective volunteer management skills.

Objectives of the Publicity Officer

- Ensure the club is portrayed in a positive and dynamic manner to the public at large;
- Ensure a relationship with the media outlets is maintained in a productive manner; and
- Encourage a positive social media campaign is conducted within the club.

Responsibilities and Duties

- Be responsible for a program of activity to publicise the Club to the community at large;
- Maintain a current Media Register of those who may be of assistance to/or can be contacted by the Club;
- Be prepared to attend each Council and Board Meetings as required;
- Be accountable to the Club Secretary for their day to day affairs and shall also work in close co-operation with Club officers as required relative to their Public Relation projects;
- Compile relevant Press Releases for release to the Media;
- Ensure all media releases are endorsed by the Club President;
- Maintain a record of all newspaper articles and photographs relating to the Club and/or to Club Members in conjunction with the Club Administrator; and
- Co-ordinate the Club's monthly newsletter.

Skills and Experience

- Good verbal and written expression;
- Minimum three (3) years general life saving involvement; and
- Experience working in a volunteer organisation, preferably with surf lifesaving

Personal qualities

- Ability to work with others;
- Ability to prioritise tasks and handle multiple job workloads;
- Attention to detail; and
- Ability to adapt to a changing environment.

Relationships

With	Purpose
Cub President	Provide Strategic input to all functional areas of the club
Junior Activities Chairperson	
Club Captain	
Surf Sports Officer	
Fund Raising Chairperson	
Club Administrator	
Club Secretary	

Re-election Period

Annually at the AGM