

Public Relations Officer

The PR officer is in charge of the public image of the rugby club, working with the club webmaster, local newspapers and social media websites to promote a positive club image to local communities and beyond.

What kind of person should you be?

1. **Have great interpersonal skills-** as the PR officer works closely with many members within the club, in particular the webmaster.
2. **Knowledgeable about media-** a good knowledge about the local media and different media platforms, such as printed and online newspaper, local photographers and journalists
3. **Ambitious and Pro-active-** Consistent work to increasing the public image of the club in a positive way in as many ways as possible
4. **Creative and communicative-** being able to write match reports and club event articles in a creative, effective and interesting way is helpful if no fixed journalist is attached to the club. Experience in photography may also be helpful but not necessary.

The core responsibilities

1. **Connect-** connecting with the various people not only within the club, such as committee members and webmasters, but also with the community as a whole, local newspapers, photographers and journalists. Keeping connected with the WRU is also a very useful tool for positive promotion.
2. **Promotion-** It is vital the club is promoted in a good and positive way with as many events as possible, working through the club webmaster, social media or local media teams. Promoting stories through the WRU is also a vital part off building grassroots rugby.
3. **Organise ongoing projects-** Ensuring that weekly match reports are written with photography if available and that any and all success stories that can promote the club in a positive within the community are shared.
4. **Photographer and Journalist-** In the case of not being able to find anyone to fill in as a match reporter, event journalist or photographer, it is the PR officer's job to fill in these roles as best they can, so photography and journalism experience may prove useful.

The Commitment from You

The suggested minimum commitment is once a week to help with the match reports in season, over a period of a season (9-months). However, the more time committed, the more both you, and the club, get out of it.

What do you get out of it?

Being an integral part to increasing the profile of both the team in your community and throughout Wales, and to increasing the profile of all grassroots rugby. A very rewarding task gaining plenty of experience with many companies throughout your community and the WRU

