

Role description, Publicity Officer

Aims and strategy

- The aims of external communication are:
 - raising awareness of the club's role in the sporting life of Macclesfield and surrounding area and in the wider community
 - motivating members by celebrating their success with a wider audience
 - attracting new members
 - attracting entrants to club races.
- The main approach is regular (at least monthly) press releases to the Macclesfield Express, and as appropriate to other local papers and radio; all press releases will be accompanied by a club logo and photographs wherever possible.
- Press releases will avoid detailed results listings that will be of very little interest outside the club. Instead, they will focus on human interest stories with great photos to draw readers in.
- There should be broad coverage across all disciplines, of both competitive and recreational members, and general club PR (including club races or outreach events such as Star Track).
- An advance calendar of planned press releases will show how this broad coverage will be achieved, though there will be flexibility to include 'bonus stories' during the year.
- At least one other club officer should see the draft press release before submission, this will usually be the relevant team manager but for other stories I suggest the Chairman or the Macc Half Race Director as appropriate.

Role description – external communication

1. Write and submit press releases for the local newspaper(s), to include editing of information supplied by team managers and other club members and selection of photos, so that articles are short, snappy, relevant to an external audience and incorporate the club's key messages.
2. Coordinate with charity partners (e.g. Rossendale Trust, East Cheshire Hospice) for joint or complementary press releases linked to club races.
3. Contribute to external communication of key messages (e.g. to potential sponsors of events, local schools, MADF, Macclesfield Leisure Centre).
4. Assist in PR/marketing for club-organised races.

Role description – internal communication

1. Ensure awareness among club officers of the need for a uniform strategy.
2. Liaise with team managers to prepare an advance calendar of key events for the planned press releases.
3. Solicit (giving notice of deadline dates) factual information and photos from team managers and other club members, including race reports, championship or end of season results, team success and other human interest stories with potential for newspaper coverage.
4. Circulate (giving 24 hour window for factual corrections) draft press releases to team managers for verification of facts.
5. Provide scans of published news articles and upload to MHAC website, and to whoever is responsible for the clubhouse noticeboard and Facebook.