



MANDURAH
VOLLEYBALL
ASSOCIATION

MANDURAH VOLLEYBALL ASSOCIATION INC.

Where everyone can play.



Job Description

Role Title – Public Relations Officer

This position, under the direction of the Management Committee, supply information and news to the press, radio and social media to help foster the game of volleyball in the Mandurah Volleyball community.

Responsibilities

The PR Officer's prime responsibilities are—

- develop, in conjunction with the Committee, and as per club development plan, a marketing and promotions strategy and plan;
- work with the treasurer to develop a marketing budget;
- implement and oversee the marketing plan;
- regularly update the web, social media and other information platforms with news and blogs;
- record all media communications using appropriate methods and in the relevant database, as required; and
- submit regular reports to the Committee on the progress/status of contacts/hits via the web and social media platforms.

Key skills and knowledge requirements

The ideal volunteer for this position can—

1. Clearly and effectively communicate information via various media, and to all stakeholders
2. Plan and organise marketing and communication activities
3. Exhibit good time management skills
4. Demonstrate a positive and enthusiastic attitude