
JUNIOR ACTIVITIES PUBLICITY OFFICER

PURPOSE: The Junior Activities Publicity Officer is responsible for the promotion of junior activities to external organizations and internal parties

RESPONSIBLE TO: Junior Activities Programs Coordinator

RESPONSIBILITIES:

- Write and issue any media releases/ newsletter articles relating to upcoming carnivals/ events and achievements
- Assist the Club & Junior Activities Secretary with the preparation and publication of Club/ Junior Activities newsletters
- Act as a liaison officer for the media at all Club junior events and functions
- Keep the Club Management Committee & the Junior Activities Chairperson/ President up to date with all media/ events relating to Junior Activities
- Ensure that all Junior Activities sponsors receive maximum exposure in all spheres
- Assist with the Club Management Committee in obtaining future Junior Activities sponsors
- Create a positive general public awareness of Junior Activities within the Club and its activities/ events
- Publicise and promote all carnivals, programs and events in the Club relating to Junior Activities

KNOWLEDGE & SKILLS:

- Previous marketing and/or Public Relations experience highly regarded
- Ability to organise and delegate tasks
- Communicate effectively and possess good interpersonal skills
- Friendly, positive and enthusiastic
- Good computer skills

SPECIAL REQUIREMENTS:

- Be a financial member of (insert club name) Surf Life Saving Club;
- Be the holder of a current "Blue Card" or "Exemption Notice" issued by the Commission for Children and Young People and Child Guardian
- Be willing to commit to XX hours of work to the role of Junior Activities Publicity Officer