

# LANSDOWN HOCKEY CLUB

[www.lansdownhockey.co.uk](http://www.lansdownhockey.co.uk)



## PUBLICITY OFFICER ROLES & RESPONSIBILITIES

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**NAME:**

**REPORTING TO:** Lansdown Hockey Club Committee

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### ***Role Purpose***

*To create and promote a positive and popular image and to raise the profile of Lansdown Hockey Club (LHC).*

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### **Main Duties**

- Develop club branding and promote sales of club kit & other branded products
- To act as the principal contact for all media enquiries in respect of hockey
- Assist the Club Social Secretary to plan/organise social events for the club
- To develop and maintain a newsletter and/or website that appeals to the whole community
- Taking a proactive approach, to ensure all hockey programmes, good news stories and success at whatever level of participation or involvement (coach, volunteer, player) receive the appropriate media attention
- To liaise with the Marketing Manager at England Hockey and the Hockey Development Officer as and when required
- To work with the Match Secretary to ensure fixtures and updates are circulated
- To attend events where possible
- To sit on Lansdown Hockey Club Committee (LHC) and attend Committee meetings
- Obtain club sponsorship

***This role description is not to be regarded as exclusive or exhaustive and in consultation with the County committee, may be altered at any time.***

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## Experience or attributes

- Computer skills and access to a computer and the Internet are essential
- Experience of the media and marketing, and good communication skills are desirable
- Knowledge of web design and maintenance would be advantageous

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## Benefits to Lansdown Hockey Club

- Enhancement of existing marketing and communication skills
- Possible development of new web based skills
- A more dynamic and pro-active Club appealing to a wider community
- Increased awareness of hockey activities and opportunities to participate

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## Special Conditions

- CRB Disclosure -

Signed (Chair Person): ..... Date .....

Print Name: .....

Signed (Club Secretary):.....Date .....

Print Name: .....