

PUBLICITY OFFICER

The Publicity Officer is responsible for guiding and organising the Sports Union’s efforts to publicise itself and its activities. This includes managing the work of a EUSU Publicity Committee to gather print, photographic and video coverage of fixtures and events; liaising with student and local news outlets to spread news and putting together publicity campaigns for Sports Union events.

Through all this, the Publicity Officer will be strongly supported by the Sports Union President and staff and will have access to the Sports Union’s camera and editing equipment.

<u>Essential</u>	<u>Desirable</u>
<u>Experience</u>	
<ul style="list-style-type: none"> • Experience of use of a number of publicity sources 	<ul style="list-style-type: none"> • Proven journalistic experience and talent
<ul style="list-style-type: none"> • Shall have awareness of Sports Union structure and organisation 	
<ul style="list-style-type: none"> • Experience of, and enthusiasm for, a wide range of Sports 	
<ul style="list-style-type: none"> • Dedication to the improvement of the University’ sporting offer and its delivery 	
<u>Skills and Attributes</u>	
<ul style="list-style-type: none"> • The ability to contribute to Sports Union policy 	
<ul style="list-style-type: none"> • A pro-active individual, with the ability to work as part of, and manage, a small group, as well as self-directed, unsupervised working 	
<ul style="list-style-type: none"> • Experience with web design / content management software, word processing (including editing skills) and graphics packages 	
<ul style="list-style-type: none"> • Excellent communication (with a high standard of written English), organisational and planning skills – must be able to plan work according to deadlines 	<ul style="list-style-type: none"> • Should be able to create working partnerships with a number of potential publicity providers – including EUSA, MIS and The Student amongst others
<ul style="list-style-type: none"> • Must be highly committed, with a strong personality, and able to contribute time and effort to the role 	<ul style="list-style-type: none"> • Should be able to create a rapport with Club Officials in order to ensure the continual flow of publicity stories from Clubs to SU
<ul style="list-style-type: none"> • Must be able to work closely with SU Sports Co-ordinator <ul style="list-style-type: none"> • Good use of social media i.e. Facebook, twitter so as to keep these channels up to date. 	
<u>Time Commitment</u>	
<ul style="list-style-type: none"> • Should be committed, contributing significant, self-directed, time and effort to the role 	
<ul style="list-style-type: none"> • Must be able to attend Sports Union Executive Meetings (Fortnightly Monday evenings), Alumni Association Executive Meetings (Monthly), Publicity Committee Meetings as well as other commitments as and when they arise 	
<ul style="list-style-type: none"> • Should be able to contribute at least 6 hrs / week to the role, but usually around 10 hrs / week 	
<u>Responsibilities</u>	

<ul style="list-style-type: none"> • Overall responsibility for the publicity of all facets of the Sports Union, through a number of vehicles 	
<ul style="list-style-type: none"> • Head of a Sports Union Publicity Committee. 	
<ul style="list-style-type: none"> • May be invited to sit on other working planning groups, and should contribute to SU Strategic Planning with respect to development of Publicity 	
<ul style="list-style-type: none"> • Responsible to Sports Union President, Executive Committee, and membership 	