



Publicity Officer

The role of the Publicity Officer is to maximise communication to Club stakeholders for the racing club to promote and market the Club in a positive light via regular publications and other forms of media. Their objective is to maximise the number of sponsors and subsequent revenue and to manage the relationship between the Club and sponsors to ensure a viable and long-term relationship is maintained.

The Publicity Officer should:

- Be personable and able to present the Club in a consistent and positive manner.
- Be able to proactively and professionally converse with a broad spectrum of the community.
- Be organised and professional.
- Hold excellent communication skills as well as the necessary skills required to deal with media and other marketing and promotional outlets.
- Be creative and able to develop and implement promotional strategies.

Specific responsibilities normally include but are not limited to:

- Develop / implement a promotional plan for the Club.
- Submit form and race results to the newspaper and other outlets.
- Write media release regarding any upcoming meets and notable developments.
- Prepare club newsletters and reports.
- Assist with attracting and securing sponsorship.
- Promote sponsors and ensure sponsors are represented in club newsletters and form guides.
- Establish strong media relationships and serve as the main contact person for all media requirements.
- Co-ordinate promotional activities for the Club.
- Regularly report to the Committee on the progress of promotional campaigns.
- Undertake publicity tasks as required.
- Manage any public comment concerning any situation or incident that may arise.