



Illawarra Junior Baseball League Inc.

Position Title: Publicity Officer

Date: July 2013

Position Summary

Supply information for the purpose of promoting and advertising the Leagues events and fixtures to local media.

Work with local media in supplying games results, special events and such stories that advertise and promote Junior Baseball in the area.

Key Objectives

- ✚ Collect and sort information required by local media.
- ✚ Seek special interest stories that promote the game and liaise with Local media
- ✚ Work with the Web Master with respect to special information or stories required to be posted on the League website

Responsibilities

- Liaise with all local media
- Liaise with Clubs and Rep Officials for special stories or events
- Work with the League management committee re- advertising or events
- Assist the League Web Master with information and interesting information
- Work with the Senior League Publicity Officer to ensure best coverage and to avoid mistakes and conflict on events.
- Report to the management committee on activities associated with the portfolio

Other Comments

Seek new opportunities to promote the game to the general public.