Role Title

Volunteer Role Description (Guide)

Guidance for clubs to adapt to their own needs

Main Role

Give an outline of the role – what is the aim of the volunteer role

By volunteering as Public Relations Officer (PRO)/Media Officer, you will be the 'voice of the club', raising its profile in the local community, boosting the popularity of the game locally and promoting a positive club image via information, publicity and promotion.

What you can do for the club

Outline the responsibilities and expectations regarding the role as well as the volunteer

You will be responsible for promoting the club and its interests to members and the wider public, ensuring that good news stories and upcoming events are shared via the appropriate channels (webpage, club newsletter, local newspapers, social media). You will also be raising the profile of the club by becoming its voice in the community, highlighting activities across all sections of the club, including the contribution of volunteers.

What you will get out of it

List any benefits of the role this could be an opportunity for personal development of if this is an initiative to engage young volunteers you could mention the Sports Inspire Awards Programme (for younger volunteers)

You will gain satisfaction from knowing that you are making a real difference by engaging club members and the wider public in the game. You will build new contacts in the sports and journalism arenas, raising your profile by association and perhaps leading to enhanced career opportunities.

If you are trying to attract young people to volunteer mention the Sports Inspire Awards and the benefits of the programme.

What will you be doing?

List between 3 and 5 key tasks that the volunteer will undertake (No more than that otherwise the role can become overwhelming) if this is a big role you may want to split the tasks into two volunteering roles to spread the load.

- Produce press releases of any club events, tournaments and activities and produce articles as relevant
- Communicate results of games through the club's relevant channels
- Ensure articles, language and photographs reflect a fair and positive representation of all club members and the community
- Co-ordinate weekly match reports for all teams and age-groups to be forwarded to the local press
- Monitor club social media (Facebook & X) to ensure use conforms to the club's Social Media Guidance

Skills and experience – list what you think the right person for this role should have.

Ideally, you should have:

- A passion for rugby
- Good communications skills
- Experience in reporting
- Skills in producing coherent match reports / press releases
- Some knowledge and experience of working with the Media and different media platforms

How much time will it take up?

Be realistic and honest with this – it will help a potential volunteer self-select the role but give them the information that will inform their decision about how much time they are able to commit to the role.

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It is anticipated that the amount of time allocated to the role will be around 2-3 hours per week, although this will vary depending on seasonal variations. Ideally the volunteer should be able to commit to 2 seasons in this role to help with continuity (This will also act as an exit strategy).

The role can largely be carried out at a location to suit you, however it is also important that you attend the club regularly in order to help build relationships and attend meetings. You should also be contactable by phone and email as needed, and be willing to travel, on occasion, to any relevant meetings, workshops and forums linked to the role.

Signed: _____

Date: _____