**County PRO**

**Role Description**

The role of the County PRO is to promote the LGFA in the County and to present a positive image of the Association and our games. S/he should establish good relations with all local media and should provide regular updates on fixtures, results and information on all other LGFA activity in the County. The PRO should also communicate with Clubs on communication issues.

*Reports/accountable to*

* County Committee

**Responsibilities**

1. Promote the LGFA
* Use every opportunity to promote the LGFA in the County with the local media including County and Club games and all other LGFA activity
* Provide the media with timely and regular updates of Club and County fixtures and results
* Ensure the County is well presented

1. Relationships with the media
* Establish a positive working relationship with the local media
* Respond to media queries in an efficient and timely manner
* Present Association policy in a positive manner

1. Match Programmes and advertising
* Coordinate the production of match programmes for Club and inter-County games
* Liaise with all key groups (team managers, sponsors, advertisers etc...)

1. County Website
* Update the County LGFA website on a regular basis with fixtures, results and information regarding all LGFA activity in the County
* Liaise with County IT officer on communications technology requirements

1. Club Responsibilities
* Provide training and advice to Club PROs regarding their roles and responsibilities
* Establish communication links with all Club PROs in the County

1. Other Communications
* Promote monthly theme in the communications calendar throughout the County
* Liaise with IT Officer on promoting communications excellence through technology
* Promote communication principles as in communications plan
* Attend meetings at national and provincial level as required

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| SKILLS | KNOWLEDGE |
| * Excellent oral and written communication skills
* Good organisational skills
* Ability to work well in a team
* Ability to recognise good news stories for the LGFA
 | * **Have a very good working knowledge of IT**
* **Have sound knowledge of the Association policies and procedures**
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| OTHER REQUIREMENTS |
| * Have time to do the job
* Have a genuine interest in the Association
* Be of good standing in the community
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