**Club PRO**

**Role Description** 

The role of the Club PRO is to promote the LGFA in the Club 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 Club. The PRO should also communicate with other Clubs on communication issues.

*Reports/accountable to*

* Chairperson/ Club Committee

**Responsibilities**

1. Promote the LGFA

* Use every opportunity to promote the LGFA in the Club with the local media including Club games and all other LGFA activity
* Provide the media with timely and regular updates of Club fixtures and results
* Ensure the Club 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

1. Advertising

* Liaise with all key groups (team managers, sponsors, advertisers etc...)

1. Club Website/Social Media

* Update the Club LGFA website/Social media on a regular basis with fixtures, results and information regarding all LGFA activity in the Club. Tag LGFA social media handles in posts.

1. Club Responsibilities

* Establish communication links with all Club PROs in the County

1. Other Communications

* Promote communication principles as in communications plan
* Attend training and meetings at county 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 |