

## **HNBC Press Officer – Job Description**

### **Background information**

The Press Officer must understand and promote the club's aims and be a point of contact for media organisations.

### **TASKS**

#### **Proactive:**

1. Generate publicity about club priorities
2. Promote the heritage role of the club, including its archive
3. Initiate positive press and digital media coverage of specific club related events
4. Manage the club's social media presence on platforms such as Facebook and Twitter
5. Establish a network and build relationships with representatives of relevant organisations and other persons of 'influence'
6. Communicate and liaise with the appropriate section of navigation authorities such as the Canal & Rivers Trust, the Environment Agency

#### **Monitoring:**

1. Monitor relevant press and digital media for issues that affect the club, and provide a regular digest to the committee
2. Alert the committee to such issues as are of significance
3. Respond to such issues if appropriate

To carry out these tasks the Press Officer requires a modest budget for the purchase of periodicals and other relevant media sources.

### **SKILLS AND KNOWLEDGE**

#### **Computer literacy**

- Confident in the use of word processing, email, social media platforms

#### **Personal skills**

- Excellent written and spoken English together with strong proof-reading skills
- Good interpersonal skills
- Discretion, especially where negotiations are on-going. If in doubt, guidance should be sought from the club Chairman or Secretary.