

Press Officer

Roles and Responsibilities

- Ensure that the club has a high profile in the local community through frequent publicity articles appearing in local newspapers and other marketing initiatives.
- Chair the PR sub-committee.

Key Activities

- Maintain a database of contacts at local newspapers, radio and TV stations.
- Chair the PR sub-committee responsible for coming up with marketing strategies, fundraising and sponsorship ideas and activities.
- Send Press Releases to local media on performance by DARC at open events and other newsworthy club activities.
- Update the Results Section of the DARC website.
- Ensure the advance publicity of all club events.
- Ensure any accidents witnessed or heard about are correctly reported.
- Ensure the club rules and bye-laws are abided by.