



## **Job Title: Volunteer Media Liaison for Axemen Rugby Club**

### Job Summary:

Axemen Rugby Club is seeking a Volunteer Media Liaison to join our team. The Volunteer Media Liaison will be responsible for increasing the exposure of the rugby club in the sea to sky region through the lens of community building and positivity. This position will be responsible for creating partnerships with local community groups and businesses, managing and producing media, creating press releases to be shared with local news organizations, and scheduling social media posts.

### Key Responsibilities:

- Develop and implement a media strategy to increase the exposure of the rugby club in the sea to sky region.
- Develop and maintain relationships with local media outlets, community groups, and businesses to promote the club's activities and events.
- Create and distribute press releases, media advisories, and other materials to local news organizations and other outlets.
- Schedule social media posts to promote the club's activities and events, and engage with followers.
- Create and manage content for the club's website, social media channels, and other digital platforms.
- Direct inquirers to appropriate parties within the club for more information or to address specific questions.
- Coordinate with club staff and volunteers to gather content for media coverage.
- Manage and produce media, including photos, videos, and written content.
- Attend club events and games to provide media coverage.
- Work with the club's leadership team to develop and implement community engagement initiatives.

### Qualifications:

- Experience in media relations, public relations, or related fields.
- Strong written and verbal communication skills, including the ability to write and edit press releases and other materials.
- Experience managing social media accounts and producing media.
- Ability to work independently and as part of a team.
- Knowledge of the rugby industry and sports media landscape is an asset.

If you are a creative and dynamic individual with a passion for rugby, community building, and media relations, we encourage you to apply for this exciting volunteer opportunity. While this position is unpaid, it offers valuable experience, networking opportunities, and a chance to contribute to the growth and success of our rugby club.