



## **Role Description: Public Relations Officer (PRO)**

**Revision: 1**

**Date: 10.08.15**

### ***Remember:***

- 1: Public Relations is the practice of managing the flow of information between the Club and the public.
- 2: No longer is it good enough for a Club to do good work: people must be told about it!
- 3: The biggest mistake that a PRO can make is to assume that people know!

**Main Duties:** The main duties of the PRO are summarized as follows:

- A. *Work as part of a team*** along with the other Club Officers, team mentors and the various sub committees in the Club.
- B. *Promote the Club to the local community and beyond*** using all available methods of communication, including Print Media, Radio & Social Media.
- C. *Provide team lists, match results and all relevant information to the County PRO on time.***
- D. *Keep records for historical purposes.***
- E. *Make sure the Club is well presented physically.***
- F. *Club Development Plan Implementation***

### **A. Work as part of a team**

***Communication in the Club operates at two levels:***

1. Internal communication
2. External communication

***Internal*** – Involves Communicating with:

• Club Officers • Executive Committee and Sub-Committee members • Players • Mentors • Parents • Active members (volunteers) Internal communication is the job of all officers, particularly the Club Secretary

***External*** - Involves Communicating with:

• Supporters • The Community in general • Parents • Sponsors • Media External communication is mainly the job of the Club PRO.

### **B. Promote the Club to the local community and beyond**

This is a key role, because encouraging new volunteers, successful fundraising etc., depends on the Club having a good image in the locality. It is important to note that a Club does not have to be winning championships every year to be seen as an 'active' Club. There are many examples of positive stories in the Club including: • Anniversary of past glories • Fundraising success • Club social nights • Pitch and clubhouse development • Juvenile blitzes in the Club • County player visiting the Club • Club player making a county panel

***Methods of Communication:*** Local Newspapers Bulk Text Message Club Newsletter Email and Website Local Radio Social Media e.g. Twitter, Facebook Local Radio • Display GAA posters and leaflets in Schools, Community Halls etc. • Display GAA car-stickers • Circulate GAA literature to Schools • Have forthcoming Club events announced at matches, church services etc.

### **C. Provide team lists, match results and all relevant information to the County PRO on time.**

### **D. Keep records for historical purposes.**

### **E. Make sure the Club is well presented physically.**

The PRO is responsible for ensuring that the Club is well presented to the general public.



#### **F. Club Development Plan Implementation**

Work with the relevant persons and sub-committees to ensure the PR, Communications & IT aspects of the Club Development Plan are implemented.