**Title: Regional Press Officer**

**Role purpose:**

This new role will play an important part in the growth of Touch as a significant community sport within England. Working within your region, the press officer will work to further awareness of Touch within the local sporting environment, including media outlets, and delivering national campaigns on a local level

**Experience**: Would suit a recent graduate looking to build a portfolio of experience for a career in sports marketing and communications

## Key dates:

|  |  |
| --- | --- |
| Detail | Key Date(s) for 2017 |
| NTS/CTS | 6th May(Nottingham) | 20th May (Cambridge) | 10th June (Coventry) | 29th June(London) | 16th Sept(TBC) |
| DTS | 14th May(Warwick) | 27th May(Manchester) | 15th July(Northampton) | 5th August(Canterbury) |
| UTS | 11th FebLoughborough | 4th MarBristol | 1st AprBath | 15th AprLondon |
| MWTC | 22nd April(TBC) | 3rd June(Manchester) | 17th June(Chippenham) |
| European Premiership Permit | 6th – 9th July (Scotland) |
| Senior Touch Championships | 17th June (Scotland) |
| Junior Touch Championships | 18th – 20th August (Dublin) |
| Touch Nationals | 26th – 28th August (Cambridge) |

## Reports to: PR & Marketing Manager.

## Key Relationships:

* Other regional press officers
* Regional coaches
* Clubs within area
* Local media
* England national teams at major tournaments

## Locations: Various travel required.

**Salary:** Voluntary role, expenses paid if applicable. The successful candidate will have the perfect opportunity to make their mark and develop the skills and experience for a strong career in the sector.

## Skills and Qualities:

| Person specification | E | D |
| --- | --- | --- |
| Passionate about media  | X |  |
| Excellent writing skills | X |  |
| Working knowledge of Touch as a sport |  | X |
| A willingness to learn | X |  |
| A strong desire to help expand one of England’s fastest growing sports | X |  |
| Aware of the key agencies and partners that can support our association, and work in partnership with them |  | X |
| Have an understanding/developing (in a course) an understanding of this field | X |  |
| Experience with photography and filming |  | X |
| Degree/qualification in this field |  | X |

**Scope of job/key elements:**

| Main duties and Job Accountabilities | Measures and input required |
| --- | --- |
| To be responsible for the communications output within the region, including: leagues; human interest stories; other relevant stories | Published on the England Touch website and in regular newsletters |
| Proactively develop relationships with clubs and media outlets within the region | Increase media coverage of region specific material |
| To work with regional coaches | Reporting on training sessions and at tournaments |
| Attend and report at England Touch tournaments held within the region | Reporting on training sessions and at tournaments |
| Disseminate central messaging across the region | Increase media coverage of region specific material |
| Work with England representative teams at training sessions/camps and international tournaments | Reporting on training sessions and at tournaments |