

Media Portfolio

General Duties of Assigned Portfolio

Goal of Portfolio

The Media Director is primarily accountable for planning and initiating PR campaigns directed to both local and international sports media and media in general. Informing the media about Regattas, Rowers, Rowing and coordinating communications among the club, ARC athletes and the media outlets.

Duties and Areas of Responsibilities

Primary responsibilities of the Media Director include, but are not limited to the following:

1. Creating awareness and interest in the Argonaut Rowing Club among the press, the media and the general public on an on-going basis;
2. Answering enquiry's from individuals, governmental departments, journalists and media and production organizations and companies;
3. Preparing press releases, articles, handouts, direct mail pieces and photographs or video;
4. Organizing press briefings, exhibitions, visits, tours;
5. Writing and editing publicity brochures, promotional videos;
6. Working with advertising, marketing, print and broadcast media outlets;
7. Public speaking - at presentations, press conferences or radio and TV interviews, where required and where the President or Vice President is unavailable to do so;
8. Fostering and broadcasting the club's involvement with both the sport of rowing, and in provincial projects like the Para-Rowing Centre of Excellence;
9. Working with the Communications Director and the Board, to keep them informed of the progress of a campaign and to learn of developments in their portfolio's that may influence an ongoing campaign or offer new PR opportunities; and
10. Managing crisis situations where appropriate, as they arise in media relations.
11. Ensure that Board President is kept informed of all major activities of the portfolio and any scheduled sub-committee meetings, to support the Chair's responsibility to monitor overall Board governance.

Sub-committees and Reporting Positions

Ø Media Committee

Evaluation

Director's performance is evaluated annually through reporting to the membership at the Annual General Meeting.

Review and Approval Date

The Board annually reviews the Board Member Job Descriptions to ensure appropriate assignment of duties and responsibilities.

Date: _____

Director's Signature: _____