

Cornwall Hockey Association
Publicity Officer

Who will I be responsible to?

The Cornwall County Hockey Association Committee

What is my role?

1. To raise the profile of the County locally and regionally whilst ensuring Clubs are being kept informed of on-going events and news.
2. To be available to talk to and build relationships with the local media and Club communication / publicity officers.
3. To work with the committee to optimise the profile and information available on the website.
4. To have good communication skills and an ability to produce informative and interesting reports, press releases, etc.
5. To have regular access to a telephone and computer.
6. To have organisational and IT skills. Prior experience of websites would be beneficial.

How much time will I need to give to the role?

Approximately two hours per week depending on club input and County events.

What tasks are involved?

Tasks may include but not exclusively:

1. Work on developing a more user friendly website for the CHA. This will include working with a select group of users of the website such as (but not exclusively) Youth & Schools, umpires and competitions organiser to ensure all requirements are met.
2. In conjunction with item 1 above, maintain Cornwall County Hockey Association website. Be creative in identifying potential areas of improvements and possible use of other social media if felt appropriate.
3. Produce a County Newsletter twice a season in conjunction with others (if felt beneficial).
4. Establish links with the local press to gain publicity for clubs and events.
5. Develop County branding in conjunction with others (when required).
6. Identify all appropriate County news and add to website.
7. Link to ENGLAND HOCKEY website as appropriate.
8. Attend committee meetings.
9. Present an end of year report to the AGM.