

COUNTY PUBLIC RELATIONS OFFICER (PRO)

ROLE DESCRIPTION

The role of the County PRO is to promote the GAA in the County and to present a positive image of the Association and our games. S/he should establish good relations with all stakeholders, local media and should provide regular updates on club activities, fixtures, results and information on all other Gaelic Games activity in the County. The PRO should also communicate with Clubs on communication issues.

REPORTS/ACCOUNTABLE TO

County Committee

RESPONSIBILITIES

1: PROMOTE GAELIC GAMES AND CANADA GAA

- Use every opportunity to promote the Gaelic Games and Canada GAA in the County with key stakeholders such as local media including County and Club games and all other Gaelic Games activity. Stakeholders include any person or organization with an interest: members (players, volunteers), prospective members, sponsors, government (City, Provincial, Federal grant providers), media, and prospective promoters of the Games (teachers, schools)
- Share on social media timely and regular updates of Club and County activities, events, fixtures and results
- Ensure the County is well presented

2: RELATIONSHIPS WITH THE MEDIA

- Establish a positive working relationship with the local media
- Respond to media queries in an efficient and timely manner
- Present Association policy in a positive manner

3: COUNTY WEBSITE



- Update the County GAA website on a regular basis with information regarding all GAA activity in the County

4: CLUB RESPONSIBILITIES

- Provide training and advice to Club PROs regarding their roles and responsibilities
- Establish communication links with all Club PROs in the County

5: OTHER COMMUNICATIONS

- Develop and implement a communications plan
- Promote monthly themes in the communications calendar throughout the County
- Attend meetings at national level as required

SKILLS REQUIRED

- Excellent oral and written communication skills
- Good organisational skills
- Ability to work well in a team
- Ability to recognise good news stories for Canada GAA

KNOWLEDGE

- Have a very good working knowledge of social media platforms and website platforms (ie. WordPress)
- Have sound knowledge of the Association policies and procedures

OTHER REQUIREMENTS

- Have time to do the job
- Have a genuine interest in the Association
- Be of good standing in the community