



# Role Description: Press and Media Officer

## Job Purpose

The Press and Media Officer is responsible for shaping, managing, and delivering the public image of Leicestershire Rugby Union. The role ensures that county rugby achievements, competitions, representative teams, and community initiatives are communicated clearly, consistently, and professionally across all media channels.

The Press Officer acts as the primary point of contact for journalists, clubs, and external partners seeking media information.

## Reporting Line

**Role Type:** Volunteer

**Reports to:** LRU Executive

**Works Closely with:** All areas of the CB

## Key Responsibilities

### 1. Media Relations

- Serve as the main media contact for all LRU press enquiries.
- Build and maintain relationships with local and regional media (BBC Radio Leicester, Leicester Mercury, community sports outlets).
- Prepare and distribute press releases, match reports, and official statements.
- Coordinate interviews with LRU officials, coaches, and players.
- Ensure accurate and timely responses to media requests.

### 2. Content Creation & Communications

- Produce engaging written content including:
  - Match previews and reports
  - County team announcements
  - Event coverage (Finals Day, festivals, competitions and AGMs, awards)
  - Community rugby stories
- Support the Marketing & Events team with promotional materials.

- Uphold consistent tone, accuracy, and brand alignment across all communications.

### **3. Digital & Social Media Support**

*(If LRU has a separate social media officer, this becomes a collaborative responsibility)*

- Provide content for LRU social media channels (Facebook, X/Twitter, Instagram, website).
- Ensure timely posting of results, fixtures, and county updates.
- Monitor online engagement and support positive public interaction.

### **4. Matchday & Event Duties**

- Attend key county fixtures and major LRU events to gather quotes, photos, and match information.
- Coordinate post-match interviews with coaches and captains.
- Provide real-time updates where appropriate.

### **5. Governance & Compliance**

- Ensure all communications comply with:
  - RFU safeguarding and data protection policies
  - LRU governance standards
  - Media accuracy and impartiality expectations
- Maintain an archive of press releases, media contacts, and published coverage.
- To work within agreed budgets set by and in conjunction with the LRU Finance Committee

## **Person Specification**

### **Essential**

- Strong writing and editing skills.
- Confident communicator with good interpersonal skills.
- Ability to work independently and meet deadlines.
- Understanding of rugby union structures, especially community and county rugby.
- Comfortable liaising with media professionals.
- Understand GDPR compliance
- Experience with website CMS platforms and social media management tools

### **Desirable**

- Experience in journalism, PR, marketing, or sports communications.
- Photography or videography skills.
- Knowledge of Leicestershire rugby clubs and competitions.

## Personal Attributes

- Passionate about promoting grassroots and county rugby.
- Professional, reliable, and proactive.
- Able to represent LRU positively in public settings.
- Calm under pressure, especially during live events or breaking news.

## Additional Notes

- The role may require an enhanced DBS check and completion of RFU safeguarding training.
- The Press & Media Officer must uphold the RFU Core Values: Teamwork, Respect, Enjoyment, Discipline, Sportsmanship.