



## **JOB DESCRIPTION – MANAGER-COMMUNITY & PUBLIC RELATIONS (Mar 2016)**

### **POSITION**

The Manager—Community & Public Relations is an Officer of the Corporation who is appointed to the position by a vote of the Board of Directors.

### **REPORTING**

The Manager—Community & Public Relations reports to the Vice-President—Administration or, if that position is not filled, directly to the Board.

### **OVERVIEW**

Provide information on OLLB and its activities to the public (Ottawa); to the Community (Orleans); and to the family Community (OLLB parents and players) with an aim of program and League promotion to the above groups.

### **DUTIES**

To accomplish the above, the Manager—Community and Public Relations shall have the responsibility and authority to:

- a. Encourage and seek out submissions of information on OLLB activities, edit the text to be suitable for its intended audience, and provide it to Ottawa media, Orleans media, and OLLB parents and players.
- b. Accomplish the above *inter alia* through issuing press releases; posting on the OLLB Website, OLLB Facebook and other social media locations; including in OLLB newsletters, League GM bulk emails; and using such other means as may be developed by the office-holder.
- c. In particular, on a high priority, seek out material and provide it to assist the Webmaster in keeping the Website alive, current, informative and complete.
- d. Prepare a budget line for advertising/promotion for OLLB, and particularly for the Instructional (Spring) season.
- e. Attend initial meetings of both the Instructional and Competitive Managers, along with other Board members, to inform managers and coaches about keeping Community and Public Relations informed in a timely fashion of player and/or team achievements.
- f. If OLLB teams get past Districts, work with team managers to make sure that anything press worthy is passed on in order to circulate the information widely to our communities.

- g. Attend all meetings of the OLLB Executive.
- h. Submit a year-end report to the President in advance of the OLLB Annual General Meeting. The report will be used in the preparation of the President's report to the OLLB AGM and it will be retained on file as an historical record.
- i. Perform such other duties as the Board, the President or the Vice-President—Administration may, from time to time, direct.