

Ottawa Gaels Gaelic Football Club



Role: Public Relations Officer

Required: 1 year term

Description: The Public Relations Officer (PRO) is responsible for managing the Club's image and reputation. The PRO will develop and execute a marketing communications strategy to build, maintain and manage engagement and awareness with members, prospective members, sponsors and other key stakeholders.

Responsibilities:

- Develop and manage an operating plan and budget for the public relations/marketing communications portfolio
- Develop and execute an annual marketing plan including digital marketing, email marketing, website content, content creation and curation and social media community management
- Develop and manage a public relations plan including media outreach, media relations, write press releases, manage media appearances
- Research and establish sponsorship opportunities including development and promotion of sponsorship package
- Manage the design and production of all promotional material including brochures, pull up banners, posters, promotional videos and photo library
- Manage the publicrelations@ottawagaels.ca email address

Qualifications:

- Excellent communications, interpersonal and writing skills
- Meticulous attention to detail
- Awareness of different media agendas
- Good IT skills
- Strong team player with the ability to work independently
- Demonstrated organizational and project management abilities
- Enthusiastic self-starter
- Creative, dedicated and fun

Training: To be provided by the current Public Relations Officer and extensive support materials provided by GAA.

Benefits: You will be a part of a thriving sporting and cultural community-based organization in Ottawa and play a vital role in building our club.

To Apply:

Please submit a resume (or summary of previous experience) to publicrelations@ottawagaels.ca referencing the volunteer position that you are interested in.