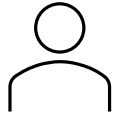# Press Officer

The Press Officer of the Club is responsible for the promotion of the club and its activities. They manage the Club's press releases, as well as managing their social media channels sometimes. The Press Officer normally liaises with any media outlets to publicise the Club and its events.

Responsibilities and Duties

Press Officers cover a wide range of duties and responsibilities, which can include:

- Cultivating and nurturing the Club's existing media contacts, building and establishing the Club's presence both locally and within motorsport
- Preparing communication plans for events and implementing them
- Organising articles, content and media coverage for club milestones, events, and activities
- Liaising with the Club's committee to steer press and media strategy
- Writing press releases and reports for the Club's news section of the website, or magazine
- Updating the website with press releases
- Creating, curating and refining the Club's tone of voice
- Making sure that all articles, press releases, media, content, and the Club's presence both online and offline are in line with Motorsport UK's Race With Respect code, and reflect the positive community of motorsport

As a participating member of motorsport, the Press Officer should uphold the values of the Race With Respect code.

Skills and Qualities

- High standard of written and verbal communication skills
- Have knowledge of social media, media and the press and promote a positive and open relationship
- Able to meet strict deadlines
- Agree statements, responses and quotes with relevant committee members and stakeholders
- Strong understanding of motorsport and the Club's activities
- Produce and provide insight reports with statistics when requested by the committee

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org