



British Aikido Board

*Sports England Recognised
Governing Body for Aikido in the UK*

MEDIA OFFICER

JOB DESCRIPTION & PERSON SPECIFICATION

Job Description:

The post of Media Officer is an appointed post. The purpose of the post is to spearhead the Board's marketing and communications strategy, both internally and externally.

The duties and responsibilities include but are not necessarily limited to:

- Attending Executive Committee and General Meetings of the Board, when requested.
- Increasing the awareness of Associations, Clubs and individual members of the benefits of membership of the Board.
- Stimulating new initiatives to promote the scope and value of the Board.
- Supporting the publicity of key Board activities including child protection and coaching
- Developing and maintaining a publicity/recruitment strategy to encourage un-affiliated aikido clubs to join the Board
- Promoting the value of aikido for young people through schools and specialist sports colleges
- Raising the profile of the BAB through national press articles, circulars to government and sporting agencies, including Sport England and CCPR.
- Facilitating the regular provision of an on-line Newsletter.
- Assisting Associations to set up their own Media Development Plan.

Person Specification

- Direct experience of working in at least one of the following areas:-
 - Marketing
 - Communications
 - General Media
- Good written and oral skills
- IT Literacy
- A knowledge of the art of Aikido would be an advantage, but is not essential.