

SOCIETY OF BEER ADVOCATES PRESS OFFICER JOB DESCRIPTION

PURPOSE

The purpose of this job description (JD) is to clarify the objectives and background to the Press Officer for the Society of Beer Advocates (SOBA). It sets out the competencies and responsibilities of the Press Officer.

OBJECTIVES

The objectives of the Press Officer are:

- improve the external awareness of SOBA and its work
- support an appropriate response to any public issues about which SOBA's view is sought
- contribute to the effective functioning of SOBA
- contribute to the delivery of the SOBA vision and mission.

APPLICABILITY

This JD applies to any SOBA Committee member whom the Committee agrees can act in the role of Press Officer.

BACKGROUND

For SOBA to achieve its vision and mission, awareness of the organisation must be increased. The Press Officer, therefore, has an important role in supporting SOBA's success and must work to build external awareness of SOBA. They must also be able to respond to any public issues about which SOBA's view is sought; representing the organisation in an effective and credible way.

The Press Secretary must be a "do-er". They must be willing and able to be proactive in their approach to building awareness of SOBA. They must be able to work successfully with others.

COMPETENCIES OF THE PRESS OFFICER

Communication: Is able to communicate effectively through a variety of mediums; in meetings and group gatherings, via email and other written communication. Is able to vary their communication style to be fit for the audience and ensure the message is understood.

Decision quality: Is able to make good decisions that support the success of SOBA and the achievement of the vision and mission. Can make decisions that others will support comfortably and in a timely manner with minimal input. Is sought out by those working for SOBA to offer advice and input into their work.

Creativity and humour: Can come up with creative and fun ways to deliver tasks and can recognise what ideas will support SOBA's success. Can make connections between tasks and add value to brainstorming and approaches to delivery. Can engage with humour when delivering tasks.

Action and results oriented: Enjoys working hard and does so with a positive attitude and a focus on getting things done. Does not shirk from challenging tasks and seizes opportunities. Can be counted on to establish and deliver their obligations and actions and is able to measure their success. Pushes self and others to work for the success of SOBA.

RESPONSIBILITIES OF THE PRESS OFFICER

The Press Officer must be proactive in considering the communications necessary to support

SOBA's vision and mission. They must think about and deliver communications that will support growth in the external awareness of SOBA. This should be translated into an annual communication plan for the organisation.

The Press Officer should support the development of targeted communication plans for key SOBA activities such as the National Homebrew Championship and the SOBA Mid Winter Ale and City of Ale festivals, along with the SOBA National Awards. They should ensure that press releases are issued on these and all other key initiatives.

The Press Officer needs to be available to support an appropriate response to public issues about which a SOBA view is sought or should be proffered. They need to be available to respond reactively to any media queries and their response must be consistent with the vision and mission of SOBA and the shared views of the SOBA Committee. They should also be proactive in issuing press releases on matters where SOBA should show leadership or offer a public view.

The Press Officer is expected to work with the Committee to support the vision, mission and future success of SOBA. They are expected to behave in a way that enhances the reputation of SOBA and does not bring the organisation into disrepute. The Press Officer should notify the Committee and the membership of any conflicts of interests and how they will be managed.

APPROVAL DETAILS AND VERSION CONTROL

Version	Date	Approved by