

Spirit of Rugby Loughborough **Volunteering Scheme**

Volunteer Role:	CB Media Development Manager for Leicestershire RU
Purpose Of The Role:	To improve the public image of the Leicestershire Rugby Union and its member clubs.
Main tasks:	<ul style="list-style-type: none"> -Monitor local media coverage and feedback stories to local clubs, LRU, RFU and other external parties. -To develop and maintain a list of local media contacts. -To encourage member clubs to appoint a person to promote rugby and to work with them on promotion. -Maintain regular contact with member clubs, encouraging and motivating their spokespeople to promote their clubs to Leicestershire.
Desired skills, qualities and experience: <i>Desired being key, not to put anyone off</i>	<ul style="list-style-type: none"> -An interest in rugby or sport is desirable. -An interest in media and communications is essential to the role.
Training and support: <i>Including who's the main contact</i>	<p>Main contacts: Chair of the CB Management Committee and Hon Secretary.</p> <p>Ongoing support from the committee and management team, with CPD training supported through LRU or SOR. Expenses and travel paid for.</p>
Where/ When/ Time Commitments:	<p>This role can be split into 2+ roles due to its magnitude. This can be a homebased role although some travel will be needed to cover news on Leicestershire events. Ideally starting in August 2016.</p>