

SUNRAYSIA BASEBALL LEAGUE INC

PORTFOLIO DESCRIPTION – VICE PRESIDENT (PUBLICITY)

ABOUT THE SBL:

The Sunraysia Baseball League provides the administrative function and governs the sport of Baseball in Sunraysia. The committee of management is made up of a President, 5 Vice Presidents each with specific portfolio's to manage, an administration manager and club delegates representing both senior and junior competition interests. Whilst from time to time the SBL deals with a wide range of issues the three main objectives of the SBL committee are as follows

- Administrate and govern the competitions of Baseball in Sunraysia
- Promote and develop the sport to the wider region with the specific aim to increase participation
- Organise representative teams to represent the region in any Baseball Victoria, South Australian Country Baseball Association and Baseball Australia competition that it sees fit

PORTFOLIO OBJECTIVES:

VP Publicity aims to raise the profile of baseball in this region by working closely with local media outlets and keep baseball in the news. This portfolio is also required to take advantage of the increased usage of social networking to engage with current and potential members of the sport.

MINIMUM PORTFOLIO RESPONSIBILITIES:

- Maintain existing relationship with Sunraysia Daily & WIN TV to ensure baseball gets the maximum possible exposure in the region
- Write a weekly media report on the weekend's games for distribution to media outlets
- Actively promote the sport through the region using alternative methods

SCOPE TO FURTHER DEVELOP PORTFOLIO:

- Develop a publicity subcommittee made up of like-minded people throughout the clubs to enhance reporting on games and spread the workload
- Explore new avenues to connect to current and potential members such as weekly podcasts, radio reports, newsletters and social media applications

COMMITMENT REQUIRED:

VP Publicity is required to either attend SBL committee meetings or present a written summary of developments affecting the portfolio since the previous meeting.

VP Publicity is required to attend the SBL presentation night as an executive member of the committee.

VP Publicity is required to fulfil minimum portfolio responsibilities in the best way they see fit on a week to week basis. This may involve dedicating time weekly to writing a media report or using a collective of reports and collating for presentation to the media.

This position is entitled to 1 vote on motions tabled at SBL meetings.

Applications for this portfolio are required in writing and submitted to the SBL Administrator no less than 7 days prior to the SBL Annual General Meeting which is traditionally scheduled for the last Monday of February.

This portfolio description is current as of February 2015.