



BPA Media Co-ordinator – Terms of reference

Title: BPA Media Co-ordinator

Reporting to: BPA Communications Committee, a Committee of the Council. (In the event that the Media Co-ordinator is unable to report to the Committee in person on media coverage achieved during the previous two months, s/he shall submit a written report to keep the Communications Committee up-to-date with media liaison.)

Tenure:

The Media Co-ordinator shall normally be appointed for the Committee year (which runs from one AGM to the next). The Communications Committee may, at its absolute discretion, reduce or terminate the period of tenure. The Media Co-ordinator is asked to give notice if s/he wishes to step down, to allow the Communications Committee to appoint a successor.

Remit:

Under the term of reference, to promote **Positive** Media Coverage for the Association, its members and the sport.

Including to:

- Prepare and distribute press releases, publicity and promotional statements etc , on behalf of the Association, its members or the sport.
- Deal with enquiries, leads, contacts from Media or public and /or other agencies in the most appropriate manner.
- Encourage and assist the Association, its members and the sport in gaining positive media coverage, and help to educate the media and the general public about the sport.
- Increase public awareness and participation and understanding of the sport through positive media coverage
- Highlight the Association's, its members' and the Sport's achievements, records, events etc.

Terms:

Any document, statement, release, article, conversation or any other medium used, supplied or implied by the Media Co-ordinator shall:

- **Only** positively promote the Association, its members and the Sport
- **Only** use names and details etc with the prior authorisation of the persons/parties involved
- **Respect** the copyright of any images or documents and gain necessary authorisation, as required
- **Include** BPA contact details and web link
- **Not** refer to any incident, accident or injury (the BPA Chief Operating Officer and the BPA Safety and Technical Officer deal with all safety-related matters)

Contact with Parties:

Any contact, enquiries or requests from Media, General Public, Members or the Association or whom ever, not within the remit of this role, must be politely and immediately referred to the relevant contact within the BPA Office who will deal with the matter.