



Date Feb 10, 2015

Public Relations Manager : Job description

Cricket Council of Ontario (CCO) Board is in need of a **Public Relations Manager** and currently seeking expression of interest.

Public relations (PR) is about managing reputation. A career in PR at Cricket Council of Ontario (CCO), the largest provincial cricket association in Canada, involves gaining understanding and support for its board, its members & affiliates as well as trying to influence opinion and behavior while promoting Cricket in Ontario.

PR Manager will use all forms of media and communication to build, maintain and manage the reputation of the Cricket Council of Ontario. These range from governments, public bodies or services, to businesses and voluntary organizations.

PR Manager will communicate key messages, often using third party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between CCO and its public.

PR Manager will monitor publicity and conduct research to find out the concerns and expectations of CCO and its stake holders. He/She will then report and explain the findings to CCO Board in a timely manner.

Typical work activities

The tasks of PR manager at CCO will often involve:

- planning, developing and implementing CCO PR strategies;
- liaising with colleagues and key spokespeople;
- liaising with and answering enquiries from media, individuals and other organizations, often via telephone and email;

- researching, writing and distributing press releases to targeted media;
- collating and analyzing media coverage;
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- devising and coordinating photo opportunities;
- organizing events including press conferences, exhibitions, open days and press tours;
- maintaining and updating information on the organization's website;
- managing and updating information and engaging with users on social media sites such as Twitter and Facebook;
- sourcing and managing speaking and sponsorship opportunities;

Please send confidential resume to info@cricketcouncilofontario.com by Friday Feb 20th, 2015 for board to review.