

Press Secretary | South Devon Football League

About the South Devon Football League

The South Devon Football League (SDFL) is a long-established league covering a broad geographical range from Torbay and Teignbridge to the South Hams and Plymouth. The league is a feeder to the Devon Football League and currently has five divisions and seven cup competitions, including the prestigious Herald Cup.

About the role

The Press Secretary's main role is to maximise positive coverage of the SDFL and its league and cup sponsors in the media. This includes print media (e.g., newspapers), broadcast media (e.g., radio), digital media (e.g., blogs, websites, etc.) and social media (e.g., Twitter, Facebook, etc.)

About the opportunity

As Press Secretary of the SDFL, you will forge connections within the Devon football community and the local media. You will have a rare opportunity to get your name featured regularly in local media outlets (e.g., newspaper by-lines and columns, radio features, etc.) This is ideal for anyone looking to build a reputation for themselves in the local media. While this is a voluntary position, you will be eligible to receive payment for expenses incurred through your role.

Responsibilities

- Write and submit weekly league reports to the following newspapers:
 - Herald Express - by 6pm Monday evening
 - Torbay Weekly - by 6pm Monday evening
 - Mid-Devon Advertiser - by 3pm Tuesday afternoon
- Provide a weekly league report to Clubnets for inclusion on the website
- Take part in a weekly telephone or in-person interview (Monday or Tuesday) with Riviera FM for inclusion in their Wednesday evening sports programme.
- Manage the league's Twitter and Facebook accounts, including posting and sharing relevant content and responding to queries.
- Explore alternative means to publicise the league, including via additional social media

platforms and video apps (TikTok, Instagram, etc.)

- Maintain rapport with newspaper editors, and keep up to date with any changes relevant to your role (e.g., new deadlines, ownership of titles, distribution range, contact personnel and reader/viewer trends).
- Attend matches where possible during the season to provide enhanced coverage (e.g., in-depth reports, live Tweets, manager interviews, photographs, etc.)
- Liaise with the SDFL Cups Committee to:
 - Promote the league's charity shield, seven cup finals and Herald Cup semi-finals to maximise attendance at those events.
 - Publicise sponsors' names wherever possible
 - Attend cup finals and other key games, where possible, to provide post-match presentation speeches and enhanced match coverage (e.g., in-depth reports, live Tweets, manager interviews, photographs, etc.)
- To attend and contribute to the monthly League Management Committee (LMC) meetings (held on Monday evenings).
- To attend the league's annual presentation evening and AGM, plus any SGMs and officers' meetings that may be called during the season (virtual or in-person).

Applicant requirements

Essential:

- Ability to write/present engaging and grammatically correct reports that are free from bias, and that present the league and its sponsors in a positive light
- The ability to meet deadlines
- The ability to create and maintain rapport with newspaper editors, sponsors and colleagues
- Basic working knowledge of email
- Basic working knowledge of word processing programs (e.g., Microsoft Word, OpenOffice, Google Docs)
- Basic working knowledge of Twitter and Facebook

Desirable:

- Photography skills
- Copywriting/journalism experience
- Existing connections within local media

- Intermediate or advanced knowledge of social media
- Graphic design skills
- Understanding of digital marketing

Contact us to apply

If you are interested in this opportunity, please send your CV to the League Secretary Alastair Muirden at Sdfsec@outlook.com Please include a short cover letter explaining why you want to become a Press Secretary for the SDFL.