

## **Media Relations Liaison**

### **Position Description**

#### **Overview**

The Media Relations Liaison position represents the work of Shark Tooth Sports Car Club, Inc. by acting as the point of contact for members of the press and other media representatives. Maintaining a positive community image of Shark Tooth Sports Car Club, Inc. is the main objective of this position. Additionally, gaining publicity and disseminating information to members of the press or other media representatives is crucial. This position develops relationships with the media and press contacts by networking and promoting the work of Shark Tooth Sports Car Club, Inc.

#### **Responsibilities**

- When appropriate, write and distribute press releases and news reports about the work of Shark Tooth Sports Car Club, Inc.
- Answers inquiries from the press or other media representatives.
- Develops media contacts.
- Monitors media coverage.
- Informs members (as well as the press) about events and initiatives.
- Keeps up-to-date with all positive issues concerning Shark Tooth Sports Car Club, Inc.
- Coordinates and accompanies key Club members on visits relevant to the local community.
- Generates ideas to gain additional media coverage.
- Performs other duties as requested.

#### **Skills / Abilities Required**

- Excellent written and verbal communication skills
- Ability to build relationships and evaluate opportunities for partnerships with sponsors, vendors, and city government.
- Excellent interpersonal skills

Effective 01/01/21