



Owners' Club of Australia
(Victoria Division) Incorporated
ABN 85 862 959 314

**Position Description – Public Relations Officer
(Voting Ordinary Member of the Club Committee)**

Governance

- The Public Relations Officer is one of the two voting Ordinary Members of the Committee, as listed in the AROCA (Vic) Incorporated Association Rules (Section 23.3.2).
- The AROCA Vic Inc. Association Rules provide the Club Committee may consist of up to nine elected Officeholders and two elected Ordinary Members (Section 23.3). The Executive consists of the President, Secretary and Treasurer (Section 26).
- The Public Relations Officer shall be familiar with and conduct Club business according to AROCA Inc. Assoc. Rules.
- No single Committee or Co-opted Member has the individual power to:
 - Manage the affairs of the Club:
 - Make a decision on behalf of the Club.
 - Enter into contract on behalf of the Club.. . . Unless the power to do so is delegated to that person or position by resolution of the Committee.
- The Committee will, by resolution, make such delegations as are required to enable each Committee Member to carry out their Position Description.
- The Public Relations Officer shall be familiar with and abide by AROCA (Vic) Governance Principles adopted by the Committee 29th November 2023.
- The Public Relations Officer shall be familiar with and abide by AROCA (Vic) Committee Meetings Protocol adopted by the Committee 29th November 2023.
- The Public Relations Officer shall perform the functions of the Public Relations Officer role as set out in this position description adopted by the Committee 29th November 2023
- At the start of the Club year, the Club Committee shall:
 - Specify a major activity and event calendar for the following 12 months.
 - Liaise with the Public Relations Officer to specify the number of major activities and events to be coordinated during the following 12 months.
 - Liaise with the Public Relations Officer to allocate individual budgets for those major activities and events planned for the following 12 months.
 - Ensure suppliers direct invoices to the Club Treasurer for timely payment.
 - Specify in liaison with the Public Relations Officer what, if any, categories of out of pocket expenses paid by the Public Relations Officer in the course of this role will be reimbursed by the Club Treasurer.
- In consultation with the Club Committee, the Editor, Newsletter Editor and Web Site and Social Media content coordinators, the Public Relations Officer shall prepare and present to the Club Committee a written report on the promotion program performance prior to the close of the Club year for presentation by the Public Relations Officer at the Annual General Meeting.

Role

To ensure the Club develops, maintains and executes a comprehensive communication program to:

- Raise the profile of the Club in Victoria and, where appropriate, interstate and overseas.
- Promote Club policies, activities and events to:
 - External audiences including relevant:
 - Government and Regulatory bodies – , VicRoads, etc.
 - Automotive, motoring and motorsport organisations – RACV, Motorsport Australia, Australian Autosport Alliance, Motorclassica, Australian Grand Prix Authority, etc.
 - Potential Club supporters, sponsors and/or Club media advertisers – Alfa Romeo Australia, etc.
 - Other like minded car Clubs and motor sport Clubs in the motoring enthusiast sector.



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- AROCA Clubs in other states and territories.
- Our internal audience of Club Members.
- In consultation with the Club Committee, the Editor, Newsletter Editor and Web Site and Social Media content coordinators, prepare and present to the Club Committee a written communication program to raise the Club profile and promote the Club activities and events program.
- Ensure the Club acts legally, morally and ethically in all of its dealings and that activities and events positively reflect the proud history of the Alfa Romeo marque.

Reporting

- The Public Relations Officer reports to the Club Committee.
- The Public Relations Officer shall prepare a status report to the Club Committee not less than seven days before each Club Committee meeting.
- The Public Relations Officer shall liaise with the Editor, Newsletter Editor, Advertising Coordinator, Social Media Coordinator and Web Site Content Coordinator to organise timely delivery of information to Members and to appropriately promote Club advertisers and sponsors.
- The Public Relations Officer shall Liaise with the Editor, Newsletter Editor, Advertising Coordinator, Social Media Coordinator and Web Site Content Coordinator to present to the Committee a written report on the performance of Club media prior to the close of the Club year for presentation at the Annual General Meeting and help present that report at the Annual General Meeting.

Responsibilities:

- Provide leadership in managing the flow of information about Club policies, activities and events in consultation with the Club Committee, the Editor, Newsletter Editor and Web Site and Social Media content coordinators.
- Establish and maintain a mutually beneficial relationship between the Club, Alfa Romeo Australia and its dealers in Victoria.
- Create a visual presentation package for use by Club officials when speaking to external organisations.
- Create opportunities for Club officials, including yourself, to make presentations to relevant external organisations to raise the Club profile, establish credibility in the motoring enthusiast sector and seek sponsorship for Club activities and events.
- In liaison with the Club Committee and Advertising Coordinator, assist with seeking sponsorship for Club activities and events.
- Provide Club officers with advice on the use of the most appropriate Club communication media as required.
- Seek out article opportunities to engage Club Members or external audiences in Club media.
- Maintain timely and clear communication with Club Members by providing regular editorial contributions to the Magazine Editor, Newsletter Editor, Website content manager, Social Media Manager.
- Contribute to the planning and delivery of major Club activities and events with a view to potential promotion and publicity opportunities.
- Provide at least one Club Meeting Guest Speaker appropriate to Members' interests per year in liaison with Committee Members.
- Manage communication and document storage via AROCA link pr@alfaclubvic.org.au

This position description was adopted by resolution of the Club Committee on 29th November 2023