

EGYPTIAN RUGBY FOOTBALL UNION

Public Relations / Media Manager



1. **Role**

The promotion of the ERFU and of the game of rugby in Egypt.

2. **Responsible to**

- The ERFU Board – the public relations / media manager shall regularly report to the ERFU Board.

3. **Functional relationships**

- The national team coach - for media / promotional requirements.
- The national team manager - for media / promotional requirements.
- The marketing manager - for media / promotional requirements.
- The webmaster – information update.

4. **Primary objectives**

- To develop a and implement a strategic media plan.
- To be the spokesperson of the ERFU.

5. **Responsibilities**

- Develop a strategic media plan.
- Ensure that the media is kept informed of the ERFU activities.
- Manage the ERFU's public relations.
- Ensure that the website is regularly updated.
- Assist the marketing manager in the drafting of an information sheet on the ERFU and the development of rugby in Egypt for sponsors.

6. **Key result areas**

- Exposure of the ERFU in the Egyptian media.
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