



Publicity Coordinator

Purpose

The AYSO volunteer position of publicity coordinator is intended to disburse information concerning regional activities to the general public. There should be at least one article submitted to the local media per month during the season and for key activities during the off-season.

Specific Duties and Responsibilities

The publicity coordinator is expected to:

1. Write articles and captions for submission, along with photographs, to the city news;
2. Review any articles and photographs submitted by others in the region;
3. Direct the publicity photographer to take appropriate photos;
4. Write articles about specific soccer events, including the summer soccer camp, the opening season tournament weekend, miscellaneous events at least once per month during the season, and some post-season play;
5. Submit work assignments to the publicity photographer and obtain photos for submission to the newspaper;
6. Be responsible for all regional publicity;
7. Attend regional board meetings;
8. Work with the AYSO Creative Services Department and the AYSO Marketing Communications Associate; and
9. Oversee copying and distribution of advertising fliers to all the elementary, secondary, and pre-schools from which the region has drawn its players three to four weeks prior to the first registration day.

Qualifications and Desired Skills

To be considered for the position of publicity coordinator, the applicant should:

1. Be creative;
2. Be organized;
3. Be determined;
4. Be assertive; and
5. Successfully pass a screening, including a background check.

Supervision Protocols

While performing as the publicity coordinator, the volunteer is:

1. Subject to the bylaws, rules, regulations, policies, procedures, and guidelines of AYSO;
2. Under the overall authority of and directly supervised by the communications coordinator, and supervised indirectly by the regional commissioner; and
3. To maintain the recommended adult to child supervision ratio of 1:8 or less; that is one adult for every eight or fewer children and two adults (one of whom may be the coach and one of whom should be of the same gender as the group) present at all times. For the protection of both the children and the volunteer, no volunteer should permit himself or herself to be alone with any child or group of children (except his or her own) during AYSO-sponsored activities.

Time Commitment

The anticipated time commitment for a publicity coordinator is a full year. The estimated hours to fulfill duties by month shall be filled in by the communications coordinator:

Jan:	hrs.	Feb:	hrs.	Mar:	hrs.	Apr:	hrs.	May:	hrs.	Jun:	hrs.
Jul:	hrs.	Aug:	hrs.	Sep:	hrs.	Oct:	hrs.	Nov:	hrs.	Dec:	hrs.

Orientation, Training, Certification, and Continued Education Provided

To prepare a volunteer for the position of publicity coordinator, AYSO will offer the following educational opportunities which the volunteer is expected to take advantage of and participate in, as appropriate:

1. Orientation by the communication coordinator;
2. Board and Staff Introductory Certification (BASIC);
3. AYSO Safe Haven Program; and

4. Appropriate Section Conferences workshop(s).

Activity Locations

While performing the duties of publicity coordinator, the volunteer is limited to the following locations, unless expressly authorized in writing by the regional commissioner to hold activities in another location.

1. Regional board meetings;
2. The annual Section Conferences;
3. Assigned field locations;
4. Assigned classroom locations; and
5. Independent work at home alone, in committees of adults, or in a properly supervised situation with children.