



Expression of Interest

Media Co-ordinator WAORC

The following is a position description for the role of the Media Co-ordinator for the 2018 WAORC season. Individual aspects of the position may be subcontracted out to relevant parties

Roles and Responsibilities

- Liaise with and seek out external media opportunities for the events in the series
- Liaise with organising clubs to ensure relevant event information is distributed
- Maintain existing and seek additional sponsorship for series
- Maintain existing and seek additional coverage for series
- Maintain and manage www.waorc.com including running regular articles pre and post event
- Provide pre, during and post event media coverage including, but not limited to
 - Stories & Articles
 - Photos
 - Videos
- Individual team promotion (ensure all competitors receive coverage)
- Graphic Design, creation of promotional material for all clubs running WAORC events where requested
- Maintain and manage the WAORC facebook throughout the season and during events
- Manage all media attending events at the request of the event organiser
- Liaise with event organisers to ensure individual event sponsor requirements are met as well as series sponsor
- Provide and log statistics on current promotional activities in order to gauge growth of the sport and the WAORC

Existing Media Coverage to be maintained and extended in 2018

- Dirt Comp Magazine
- Mid-West Times (selected events in this region)
- Pre, during and post event articles on www.offroadracing.com.au
- Provide footage for TV Advertisement
- Pre event hype videos
- Post event highlights video
- Post event extended highlights and story of the event video

Please submit your proposal, a portfolio showcasing some of your work and proposed remuneration to the WAORAP panel chairperson prior to the August meeting of the WAORAP