

Annex 20 - CIVL 2012 Plenary – Chinese Taipei

Bureau Proposal – PR Coordinator

To create a new paid position for CIVL, called CIVL PR Coordinator, incorporating the existing responsibilities of the website content coordinator.

Background:

Since before the launch of the new FAI website, it was realised that CIVL could and should do much more to improving its image in the Airsports world. In addition, that there were many missed opportunities to promote our disciplines, primarily due to the lack of a dedicated resource.

The proposed job description and terms and conditions are set out below.

In coordination with the FAI Secretariat, the position should be advertised widely. Potential candidates should be assessed for suitability by appropriate CIVL officials, led by the CIVL President, and may include CIVL Bureau members, FAI Secretariat representative(s) and other suitably qualified CIVL representatives that may be willing and available to help.

The position should be filled as soon as possible after agreement by the Plenary.

**CIVL Bureau
December 2011**



CIVL PR Coordinator:

Proposed Job Description – December 2011

Overall aims:

- To promote the varied activities of CIVL among the international paragliding and hang gliding community, to the flying/sport related media and to the general public
- To keep pilots, organisers, NACs and interested parties informed and updated of CIVL news and campaigns
- To improve the image of CIVL among pilots, organisers and NACs

Skills & experience

- Good English language skills
- Journalistic experience in researching and writing articles for online and print media
- Knowledge of the hang gliding and paragliding competition scene
- Good communication and organisational skills
- Self motivation and ability to work on own initiative
- Availability to attend meetings if necessary

Primary responsibilities:

- Keep the CIVL website up to date with news and ensure all content is current
- Liaise regularly with CIVL Bureau, Subcommittee and Working Group chairs for news and information to report
- Ensure regular coverage of all disciplines: paragliding & hang gliding XC, paragliding accuracy and aerobatics
- Ensure regular coverage of all activities: competitions (Cat 1 & Cat 2), Records & Badges, WXC, Technology/Software, Safety, Training, specialised working groups
- Answer or field enquiries generated by website contact form and direct press/PR contact
- Build and maintain international flying/sports press contact lists; actively seek article opportunities
- Liaise regularly with FAI communications people for wider dissemination of CIVL information and coordinating presentation of information
- Track where articles and videos on CIVL actions and activities are published (magazines, online, forums, blogs etc) as a direct or indirect result of PR coordinator activity

Typical activities/actions

- Contact Cat 1 organisers in advance for regular news updates, or syndicate information from their websites, especially photos, official blogs and video clips
- Commission news stories from FAI Officials at Cat 1 events for regular updates, and/or syndicate news from the event websites
- Produce or commission articles on a variety of topics on a regular basis
- Facilitate publishing of articles created by subcommittees or working groups (sub-editing, translations, press contacts), links to videos, photo galleries, blogs and related websites
- Focus as necessary on new or worthy campaigns, such as PG Safety, changes to WPRS, Training Officer, HG Sports Class
- Liaise with Bureau on producing news reports after meetings

Terms & Conditions

- Candidate should be registered as self-employed for tax purposes in their country of residence, and wholly responsible for ensuring they comply with tax and employment laws in their country of residence.
- Expected number of hours per month: 25. Proposed remuneration: €20/hour. (Maximum budget liability on CIVL: €6000 per annum) Invoiced quarterly.
- Responsible to CIVL President.
- Brief summary report of activity and results to be produced quarterly.
- The job description, salary and terms and conditions to be reviewed by the CIVL Bureau annually

Measures

- CIVL website becomes reliable repository of reference information for all matters concerning FAI sanctioned competitions, records & badges, WXC, scoring and other technology issues, safety matters etc.
- CIVL web news stories quoted/linked to by other sources (magazines, organiser websites, forums etc)
- CIVL website content is regarded as useful, well organised, well presented and up to date
- Regular, attractive and informative coverage of all CIVL Cat 1 events and activities on CIVL website
- More and regular contributions from within CIVL (subcommittees, working groups, FAI officials etc)