



## **Role of The P.R.O.**

The main function of the PRO is to present a good image of the Club and Cumann Lúthchleas Gael in the local community and beyond. The need for good public relations in GAA clubs has never been greater given the increased competition for players which clubs face. The PRO is the official spokesperson for the Club.

### Responsibilities of the P.R.O.

- To report to the Communications Sub-Committee of Killygarry GAA
- To improve Club communications with stakeholders and the public through good teamwork.
- To get the Club's GAA message to as many people as possible with particular emphasis on the local catchment area
- To develop awareness of the Club's relevant activities.
- To ensure, where possible, that club has a high profile in the community
- To promote and implement a coherent joint internal and external communications strategy as and when directed by the Executive Committee to ensure consistent community focus for Killygarry GAA Club which is consistent with the ethos of the GAA and the traditions and history of Killygarry GAA Club.
- To play a supportive role to Club management structures and sub-sections.
- To embrace and involve information technology and telecommunications to promote the Club's message.
- To assist with maintenance of Club website, club Facebook, Twitter and other Social Media, production of weekly e-news and production of weekly press notes.
- To explore further development of Social Media for the Club as and when opportunities arise.
- To explore development of strategic and practical initiatives to improve Club communications and utilisation of ICT.
- To agree an annual action plan and KPI's with Communications sub-committee.
- To support and assist with implementation of the Club's Development Plan in the context of the P.R.O. role.

The PRO must be kept well-informed of all club activities by Club officers and team mentors.

### Protocol for Club condolences

The following protocol should be applied in cases where people who have an association with the Club have died.

Offspring, siblings, parents and grandparents of players, committee and sub-committee members	Facebook/Twitter condolences Club Newsletter/Celt Club News condolences
Players, committee and sub-committee members and current Club members	Facebook/Twitter condolences Club Newsletter/Celt Club News condolences Mass cards
Players, former adult players, Club officers, ex-Club officers	Inform County Board Secretary/Asst. Secretary for noting at next monthly County Board meeting
Ex-players, ex-Club officers	Facebook/Twitter condolences Club Newsletter/Celt Club News condolences Mass cards
Exceptional cases	Decided on a case-by-case basis by the Club chairman and secretary

#### Protocol responsibilities

**Club Secretary** – (1) Inform Club Chairman and Club P.R.O. when a death occurs that comes within the remit of this protocol (2) Inform County Board where appropriate

**Club Chairman** – Arrange mass cards where appropriate

**Club P.R.O.** – When informed by Club Chairman/Secretary, publish condolences on social media, weekly Club newsletter and Club News in Celt, as appropriate