



C.L.G WATTY GRAHAM, AN GLEANN P.R.O ROLE

The job of PRO is one of the most important positions in the club.

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 PR in GAA clubs has never been greater, given the increased competition for players which clubs now face.

How to operate

- Be well informed of all club activities
- Keep in touch with officers and team mentors
- Build up links with local newspaper and radio personnel
- If a controversial issue arises it should only be dealt with in consultation with other officers (particularly An Cathaoirleach)
- Consult widely with relevant people
- Bring a camera to games and events

Main Duties:

- 'Sell' the club to the local community and beyond.
- Work as part of a team along with the other Club Officers, team mentors and the various sub- committees in the club
- Provide team lists and all relevant information to County PRO on time
- Provide match results to County PRO and other relevant people
- Keep records of club games, team photos etc. This is historically invaluable information!

A PRO should not:

- Push his own agenda - club policy and decision making supersedes personal opinion!
- Criticise the club in public or private

A well informed PRO needs:

- Good communication with fellow officers and team mentors
- Good links with Division and County Board PRO.

The following procedures should be used in order to promote the effective and efficient volunteer work in club:

- All volunteers to be ratified by club committee before starting in the role.
- Provide an induction process for all volunteers, detail a job description and provide all necessary support.
- Review all volunteer performance after six weeks in order to determine if performance meets standards and expectations.
- Hold regular reviews of all volunteer performance throughout the year, ensuring best standards are met.